

ENTRY  
FORM  
DEADLINE FRIDAY  
APRIL 9 2010

# PROVEN

## Stand out from the crowd in 2010

### Grab gold in the Great Taste Awards





**Last September, 5.5 million listeners heard CHRIS EVANS talk to GREAT TASTE AWARDS GOLD-STAR WINNING PRODUCERS on his BBC RADIO 2 DRIVETIME SHOW. Over 30 million consumers read about gold-star winning food and drink in newspapers and magazines and tens of thousands got to taste them at food exhibitions throughout the country. Many also met producers at GREAT TASTE LIVE theatres at REAL FOOD FESTIVAL and BBC MASTERCHEF LIVE and thousands bought from shops, food halls, markets, exhibitions and the TASTE GOLD MARKET in Cardinal Place, London last November.**

**Coveted black & gold-star GREAT TASTE stickers adorn thousands of speciality foods stocked on shelves and counters in stores throughout the UK and more recently, even as part of a television commercial.**

**Of all the UK's food award schemes, the GREAT TASTE AWARDS is the most important. Completely independent and uncompromisingly rigorous, it is trusted by retailers, buyers and consumers. GREAT TASTE is to speciality food and drink what MICHELIN is to fine dining.**

#### BEERS & CIDERS (UK-MADE)

- 101) Bottled beer
- 102) Bottled cider
- 103) Bottled perry

#### COUNTRY WINES & LIQUEURS (UK-MADE)

- 201) Fruit wines, up to 15% alcohol
- 202) Flower wines
- 203) Mead
- 204) Fruit liqueurs/herb liqueurs (min 15%)
- 205) Sloe gin
- 206) Any other alcoholic drink made in UK

#### SOFT DRINKS

- 301) Pure fruit juice, orange
- 302) Pure fruit juice, apple
- 303) Pure fruit juice, other single fruit
- 304) Pure fruit juice, mixed fruit
- 305) Cordials for dilution
- 306) Other flavoured drinks, single flavour, non-dairy
- 307) Other flavoured drinks, mixed flavours, non-dairy

#### TEA & COFFEE

- 401) Single Estate tea, loose
- 402) Single Estate tea bags
- 403) Blended tea, loose
- 404) Blended tea bags
- 405) Green tea, loose
- 406) Green tea, tea bags
- 407) Herbal infusion (loose bags)
- 408) Fruit infusion (loose bags)
- 409) Coffee for filter/cafétière (beans/ground)
- 410) Espresso coffee
- 411) Any other hot drink inc. chocolate

#### BISCUITS & SNACKS (SAVOURY)

- 501) Biscuits with oats, savoury
- 502) Biscuits for cheese
- 503) Crisps/chips, plain potato
- 504) Crisps/chips, potato with flavouring
- 505) Crisps/chips, other vegetable
- 506) Savoury cocktail snacks
- 507) Cocktail nuts
- 508) Gluten-free biscuits or snacks, savoury
- 509) Sausage rolls, hot/cold
- 510) Scotch eggs, hot/cold
- 511) Bake-off dough (inc. pretzels)

#### BISCUITS & SNACKS (SWEET)

- 601) Biscuits with fruit
- 602) Biscuits with oats, sweet
- 603) Biscuits flavoured with spices
- 604) Biscuits, other flavoured egg nuts
- 605) Chocolate biscuits
- 606) Shortbread, plain
- 607) Shortbread, flavoured
- 608) Cookies
- 609) Any other snacks (inc. dried fruit snacks etc)
- 610) Gluten-free biscuits/snacks, sweet
- 611) Bake-off dough (inc. cookies)

#### BREAD, BAKE-OFF & FLOUR

- 701) White bread, plain
- 702) White bread, with additives
- 703) Brown bread, plain
- 704) Brown bread, with additives
- 705) Savoury bread
- 706) Other bread with additives
- 707) Bake-off dough (chilled & frozen)
- 708) Bread mixes
- 709) Flour, all types
- 710) Gluten-free bread

#### CAKES

- 801) Rich fruit cake with alcohol
- 802) Rich fruit cake without alcohol
- 803) Other fruit cake with alcohol
- 804) Other fruit cake without alcohol
- 805) Regional cake, British, eg Eccles, Bakewell, etc
- 806) Traditional cake, non-British
- 807) Other cake
- 808) Brownies
- 809) Flapjacks
- 810) Chocolate cake
- 811) Scones
- 812) Muffins
- 813) Gluten-free cakes or tarts
- 814) Cupcakes
- 815) Carrot cake
- 816) Pancakes, waffles, etc (to be heated)

#### CHOCOLATE

- 901) Truffles with alcohol, dark, milk or white
- 902) Truffles without alcohol, dark, milk or white
- 903) Flavoured truffles with alcohol, dark, milk or white
- 904) Flavoured truffles without alcohol, dark, milk or white
- 905) Filled chocolates, dark, milk or white
- 906) Dark chocolate bars, plain or flavoured
- 907) Milk chocolate bars, plain or flavoured
- 908) White chocolate bars, plain or flavoured

#### CONFECTIONERY

- 1001) Fudge, all butter, plain or flavoured
- 1002) Fudge, other, plain or flavoured
- 1003) Tablet
- 1004) Candies/glacé fruits
- 1005) Nougat
- 1006) Petit fours/sweetmeats (inc. Turkish Delight)
- 1007) Coated/dipped fruit or nuts
- 1008) Liquorice

#### HONEY

- 1101) Single blossom honey
- 1102) Clear honey
- 1103) Set honey
- 1104) Flavoured honey or honey with additives

#### JAMS/CONSERVES/PRESERVES

- 1201) Blackcurrant jam/conserves/preserves
- 1202) Apricot jam/conserves/preserves
- 1203) Raspberry jam/conserves/preserves
- 1204) Cherry jam/conserves/preserves
- 1205) Plum jam/conserves/preserves
- 1206) Strawberry jam/conserves/preserves
- 1207) Any other single fruit jam/conserves/preserves
- 1208) Mixed fruit jam/conserves/preserves
- 1209) Jam/conserves/preserves with alcohol
- 1210) Fruit curd
- 1211) Other curd
- 1212) Other spreads inc. chocolate
- 1213) Mincemeat

#### MARMALADE

- 1301) Orange marmalade
- 1302) Other single fruit marmalade
- 1303) Mixed fruit marmalade
- 1304) Marmalade with alcohol

#### LUXURY CEREALS

- 1401) Muesli style cereal
- 1402) Luxury breakfast cereal, ready to serve
- 1403) Luxury breakfast cereal, to be cooked

#### MUSTARDS, CONDIMENTS & JELLIES

- 1501) English mustard, plain & flavoured
- 1502) Continental mustard, plain & flavoured
- 1503) Mint sauce/Mint jelly
- 1504) Other savoury jelly
- 1505) Horseradish sauce
- 1506) Cranberry sauce/Cranberry jelly
- 1507) Fruit sauce, eg apple
- 1508) Fruit jellies, inc. conservas for cheese

**“ The prestige gained by winning Gold gives us so much confidence when making new sales; for new customers, it's a guarantee that the product is in a class of its own. In this recession, such commendation is invaluable ”**

Sally Barnes  
Woodcock  
Smokery





Nigel Howard, Managing Director  
Lyme Bay Winery

“ We are very, very proud to have won this fantastic award. It's a great accolade and reflects both the high quality of the ingredients used and the enthusiasm and dedication of the Lyme Bay team. ”

#### OILS

- 1601) EVO, single estate (filtered/unfiltered)
- 1602) EVO, co-operative (filtered/unfiltered)
- 1603) Flavoured EVO, eg herb/spice
- 1604) Rapeseed oil, cold pressed
- 1605) Other oils, plain
- 1606) Other oils, flavoured

#### OLIVES & ANTIPASTI

- 1701) Plain olives
- 1702) Marinated olives
- 1703) Stuffed olives
- 1704) Vegetable/fruit antipasti

#### PICKLES & CHUTNEYS

- 1801) Mango chutney
- 1802) Single fruit chutney
- 1803) Mixed fruit chutney
- 1804) Single vegetable chutney
- 1805) Mixed vegetable chutney (inc. relish)
- 1806) Pickles
- 1807) Hot pickle
- 1808) Hot chutney (inc. chilli jam)
- 1809) Savoury marmalade (inc. onion)

#### SAUCES & INGREDIENTS

- 1901) Oriental sauce for cooking
- 1902) Oriental sauce for pouring/cold
- 1903) Tomato based sauce for cooking
- 1904) Tomato based sauce for pouring/cold
- 1905) Asian sauce for cooking
- 1906) Asian sauce for pouring/cold
- 1907) Marinades
- 1908) Barbecue sauce
- 1909) Hot sauce, eg chilli
- 1910) Ready prepared pasta sauce, tomato based
- 1911) Ready prepared pasta sauce, other
- 1912) Any other sauce inc. gravy and bread sauce
- 1913) Other ingredients - rubs \*
- 1914) Other ingredients - pastes \*
- 1915) Other ingredients - condiments eg salts, stuffings \*
- 1916) Other ingredients - sweet \*

\*To ensure that your entries are judged effectively, you may need to provide other base ingredients eg chicken, fish or vegetables for rubs, pastes, etc. Please check with the organisers

#### TAPENADE, SALSA & DIPS

- 2001) Pesto (fresh/jarred)
- 2002) Salsa
- 2003) Tapenade
- 2004) Dips, suitable for vegetarians
- 2005) Dips, any other

#### VINEGARS & DRESSINGS

- 2101) Flavoured vinegar
- 2102) Vinaigrette
- 2103) Balsamic vinegar
- 2104) Flavoured balsamic
- 2105) Balsamic glaze
- 2106) Prepared salad dressing
- 2107) Flavoured mayonnaise (inc. rouille)
- 2108) Plain mayonnaise

#### BACON

- 2201) Smoked bacon, streaky
- 2202) Smoked bacon, back
- 2203) Green bacon, streaky
- 2204) Green bacon, back
- 2205) Other bacon

#### CURED MEAT & CHARCUTERIE

- 2301) Air dried ham
  - 2302) Boiled/cooked ham, ready to serve
  - 2303) Gammon ham, to be cooked
  - 2304) Salami
  - 2305) Smoked game
  - 2306) Smoked poultry
  - 2307) Other smoked meats
  - 2308) Other cured beef products
  - 2309) Other cured meats, not beef
- \* All meat/charcuterie products must be ready to serve, except for gammon. Cooking instructions/guidelines must be supplied

#### MEAT (FRESH)

- 2401) Beef, fresh\*
- 2402) Lamb, fresh\*
- 2403) Pork, fresh\*
- 2404) Poultry, any farmyard bird, fresh\*
- 2405) Game, fresh\*
- 2406) Any other rare meat product requiring cooking\*

#### SAUSAGES & MEAT PRODUCTS

- 2501) Pork sausages, plain\*
- 2502) Pork sausages, flavoured\*
- 2503) Beef sausages\*
- 2504) Other meat sausages\*
- 2505) Continental-style sausages, ready to eat
- 2506) Continental-style sausages, to be cooked\*
- 2507) Black pudding & white pudding\*
- 2508) Haggis\*
- 2509) Other meat products to be cooked (inc. faggots, burgers)\*

#### SAVOURY PIES

- 2601) Traditional pork pie
- 2602) Cold-cut pie, other meat based
- 2603) Cold-cut pie, vegetarian
- 2604) Cooked pie, to be re-heated, chicken based\*
- 2605) Cooked pie, to be re-heated, beef based\*
- 2606) Cooked pie, to be re-heated, lamb based\*
- 2607) Cooked pie, to be re-heated, fish based\*
- 2608) Cooked pie, to be re-heated, other\*
- 2609) Cooked pie, to be re-heated, vegetarian\*
- 2610) Quiche, any variety\*
- 2611) Uncooked pie (frozen)\*

#### SEAFOOD & FISH

- 2701) Gravdax
- 2702) Smoked salmon, wild
- 2703) Smoked salmon, farmed
- 2704) Cooked/hot roasted smoked salmon
- 2705) Smoked eel
- 2706) Smoked trout
- 2707) Smoked mackerel
- 2708) Other smoked fish, ready to serve, not raw
- 2709) Shellfish & seafood (inc. smoked)
- 2710) Anchovies
- 2711) Tinned/jarred fish
- 2712) Tinned/jarred seafood

#### TERRINES & PATÉS

- 2801) Game paté
- 2802) Other meat paté
- 2803) Fish paté/terrine (inc. Taramasalata)
- 2804) Vegetarian paté/terrine
- 2805) Meat terrine

\*Specific cooking instructions/guidelines must be provided

#### DAIRY

- 2901) Luxury plain yoghurt, any milk
- 2902) Luxury flavoured yoghurt, any milk
- 2903) Greek/Greek style yoghurt
- 2904) Cream
- 2905) Butter, salted
- 2906) Butter, unsalted
- 2907) Butter, flavoured
- 2908) Fromage frais & Crème fraîche
- 2909) Drinks, dairy based
- 2910) Cheese, fresh
- 2911) Cheese, soft
- 2912) Cheese, semi-soft
- 2913) Cheese, semi-hard
- 2914) Cheese, hard, cows' milk
- 2915) Cheese, hard, sheeps' milk
- 2916) Cheese, hard, goats' milk
- 2917) Cheese, blue
- 2918) Cheese with additives

#### DESSERT SAUCES & SYRUPS

- 3001) Fruit sauce/coulis
- 3002) Other sweet sauces
- 3003) Custard

#### DESSERTS & PUDDINGS

- 3101) Christmas pudding\*
- 3102) Other hot pudding\*
- 3103) Pie/tart/torte, hot or cold\*
- 3104) Chocolate based pies or puddings\*
- 3105) Other cold desserts, (ie NOT pies or tarts)
- 3106) Cheesecake
- 3107) Preserved fruits, without alcohol (inc. Marrons Glacé)
- 3108) Preserved fruits, with alcohol
- 3109) Gluten-free pudding or dessert

#### DESSERTS (FROZEN)

- 3201) Vanilla ice cream
- 3202) Chocolate ice cream
- 3203) Ice cream with nuts
- 3204) Ice cream, fruit
- 3205) Ice cream with alcohol
- 3206) Ice cream, any other; inc. savoury
- 3207) Sorbet, any variety
- 3208) Sorbet, any variety with alcohol
- 3209) Frozen yoghurt

#### PASTA & RICE

- 3301) Fresh pasta, any shape\*
- 3302) Dried pasta, any shape\*
- 3303) Fresh filled pasta, any shape\*
- 3304) Rice (brown/white or plain)\*
- 3305) Rice, flavoured\*
- 3306) Noodles, all types\*

#### READY MEALS & PREPARED FOODS

- 3401) Meat based, to be reheated/cooked\*
- 3402) Fish based, inc. fishcakes, to be reheated/cooked\*
- 3403) Vegetarian, to be reheated/cooked\*
- 3404) Chilled meals, ready to serve\*

#### SOUP

- 3501) Tomato based soup
- 3502) Fish/seafood based soup
- 3503) Meat based soup
- 3504) Vegetable based soup
- 3505) Pulse based soup

#### DIET & FUNCTIONAL FOODS

- 3601) Gluten-free foods, any other (not in classes 508, 610, 710, 813, 3109)
- 3602) Diabetic
- 3603) Dairy alternative

If your product does not fit into any of the classes please contact us on 01963 824464



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2. Entries from retailers, importers and distributors are not eligible unless the name of the food producer(s) is included on the entry form.
3. Any food is eligible to be entered in the Great Taste Awards, including foods that have been awarded gold in previous years.
4. All entries must be products commercially available at the time of entry.
5. All entries must be to the same standard as the foods available commercially.
6. All entries are judged blind, exclusively on taste and flavour. All entries will be decanted from original packaging after arrival and prior to the judging.
7. It is the responsibility of all entrants to ensure the prompt and safe delivery of all entries. Please state if product(s) need to be refrigerated and all must carry a use by date.
8. It is the responsibility of the entrant to ensure that all foods are packed, transported and delivered in a condition fit and safe for consumption by the judges. Any entries arriving in a damaged or unsafe condition will be disqualified and will not be liable to any return of entry fees. (This includes any product(s) requiring refrigeration with no prior notification.)
9. Whilst every attempt will be made to judge entries arriving after the allotted time, this will be at the discretion of the organiser and judges.
10. Whilst the Awards organiser will take great care to ensure safe keeping of all entries throughout judging, the organiser, its servants and associates cannot be held responsible for this safe keeping.
11. No entries can be returned to entrants unless the entrant makes arrangements for collection immediately after the last session of judging on the last day and advises the organisers of their intentions accordingly.
12. No information relating to the identity of any judges involved in sampling and judging particular entries can be revealed at any time.
13. Judges' comments relating to each entry are available only to the company entering the product and not revealed to other entrants or made public in any way.
14. Further information concerning the source of main ingredients, distribution and quantities produced may be required prior to an award being confirmed.
15. Companies entering products that are awarded gold-stars will be asked to submit one further sample, in retail packaging, for photography and display at Speciality & Fine Food Fair, Olympia.
16. Once the gold-star award-winning entries are announced, all successful companies will be contacted and advised of their star grading. All gold-star award-winning foods will appear on the Guild of Fine Food website and be displayed at the London Speciality & Fine Food Fair.
17. Great Taste Awards' logos and stickers will be available to companies wishing to use them for promotional purposes. The logo is protected by copyright.
18. All three star gold award-winning foods are shortlisted for the top trophies including the regional winners, national winners and Supreme Champion 2010. These results will be announced at an Awards presentation in the autumn.
19. After the final judging is completed, winning companies are free to publicise their success. Use of the GTA logo must be in accordance with the logo guidelines, supplied with the current logo artwork. The logo must always include the year in which the award was won and may only be used on winning products. Use of the logo on any product that has not won an award is expressly forbidden.
20. In the case of 'own label' or 'private label' foods packaged under the name of another producer, retailer or distributor, the Great Taste Awards logo may only be used on the packaging if the name of the original producer is clearly stated on-pack.
21. Under no circumstance can the Guild of Fine Food undertake discussion about judges comments. Any dispute over the judging must be made in writing within 14 days of the published results and accompanied by a cheque to the value of £50 made payable to the Guild of Fine Food to cover the cost of appeal. This amount will only be refunded in the event of the appeal being upheld.
22. On all matters relating to the Great Taste Awards, the verdict of the chief judge is final.
23. Entries received after the closing date will be charged a £5 per product surcharge to cover additional administrative costs incurred.

For further information, please contact:  
**Tel: 44(0) 1963 824464 · Fax: 44(0) 1963 824651**  
**email: [taste@finefoodworld.co.uk](mailto:taste@finefoodworld.co.uk)**  
**website: [www.finefoodworld.co.uk](http://www.finefoodworld.co.uk)**

I have read and accept the Terms and Conditions above  (please tick)

**Please write CLEARLY and in CAPITAL LETTERS, preferably in BLACK INK**

Contact Name\*:

Contact Email\*:

Company Name\*:

Address\*:

Postcode\*:

Telephone\*:

Mobile:

Website:

Fax:

Signed\*:

Date\*:

\* Mandatory Fields - Please ensure you give the correct Contact Name for the 2010 Awards and a reliable EMAIL ADDRESS. We will be using this email address for Award correspondence, please ensure it is correct

**We enclose our cheque/banker's draft made payable to GUILD OF FINE FOOD LTD**

Please debit my  MasterCard  Visa  Switch

Card Number:     /     /     /

Start:   /   Expiry:   /   Security code:    Issue no.:

Name on Card:

Date:

On completing this form, please return, with **YOUR PAYMENT** to:

**The Great Taste Awards, Guild of Fine Food, Guild House, Station Road, Wincanton, Somerset BA9 9FE or fax to +44 (0)1963 824651**

On receipt of your entry form, the GTA team will send you, in due course, your individual delivery instructions, with quantities required, delivery address & date required with each of your products being allocated a unique awards entry code



Patrick Moore  
More? The Artisan Bakery

“ **Supreme Champion is a title that I'm still getting used to. At More? we are unrecognisable to where we were 2 years ago, we have literally grown over 400% thanks to the support and recognition of the GTA. Our Muddees© have featured in the Sunday Times, Market Kitchen, Food & Travel Magazine and of course the Chris Evans radio show. The Great Taste Awards has, personally, been an emotional high point in my career and is truly a testament to the hard work and skill of my team. It seems that we now have access to all the movers and shakers within the speciality food industry.** ”

### Constructive feedback

This year, before any food is refused the gold standard, at least nine experts must agree it has faults. A professional food writer will sit at each tasting table directly inputting the comments onto the Awards' database for onward transmission to producers.

### Largest ever consumer audience

Whatever you win in the Great Taste Awards, the potential for publicity and additional sales far exceeds the cost of entry. Throughout the year, national newspapers, glossy monthlies, radio and television are provided with a constant stream of award winning foods to taste, evaluate and discuss.

Taste Gold, the Guild of Fine Food's annual guide to award winning foods will promote your product at dozens of consumer food events.

More markets, more in-store promotions and more consumers deliberately looking for food and drink products carrying the black & gold-star stickers is our pledge that the money you spend entering the Great Taste Awards could prove to be the most cost effective marketing you undertake in 2010.

### What to do next:

**Complete the attached entry form and return with full payment by Friday April 9 2010\*.**

OR

**Enter on-line at [www.finefoodworld.co.uk](http://www.finefoodworld.co.uk)**

- A VAT receipt and full delivery instructions will follow shortly.
- Judging starts: May 1 2010
- Judging venues:  
London, Hampshire, Dublin and the Guild of Fine Food HQ in Wincanton, Somerset

\* While every effort will be made to process late entries, a surcharge of £5 per product will be added to cover additional administration costs incurred for entries received after April 9 2010.

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