

TASTE GOLD

Reach over 200,000 consumers in the annual guide to Great Taste Awards winners

“ 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 GTAs. 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. ”

Patrick Moore
More? The Artisan Bakery,
Supreme Champion 2009

Congratulations on winning Gold in this year’s GREAT TASTE AWARDS. You have joined an elite band of food producers who can truly claim that their food has been given the seal of approval by independent food experts.



Now make the most of it

What is Taste Gold?

Taste Gold celebrates the winners in the only UK awards scheme focused on food and drink for the independent retail sector. Within the pages readers can find out who the major Great Taste Award winners are, read about how award-winning producers reach these dizzy heights and understand how this awards programme works.

Where does it go?

Taste Gold forms the start of 12 months PR activity, all aimed at increasing awareness of the awards and the winners

- Every single deli, farm shop, food hall and fine food store in the UK receives a copy in the October issue of Fine Food Digest
- 100,000 copies will be on seats at all Rangemaster roadshows at over 80 festivals and events over the next 12 months
- 50,000 copies will be distributed through the independent retail trade as give-aways to customers
- 50,000 copies will go to visitors at regional food festivals through this autumn and into 2010
- 15,000 copies will go to visitors at London’s Real Food Festival
- 15,000 copies will go to shoppers at Great Taste Markets, taking place at high-end shopping malls in the next 12 months
- 15,000 copies will go to visitors at London’s BBC Good Food Show and the Spirit of Summer and Spirit of Christmas shows



That’s a whopping 245,000 copies throughout the year.

Awareness

The publication of Taste Gold in October will be supported by a £30,000 PR campaign through TV, national and local press and through glossy magazines. This campaign reaches 35 million consumers, encouraging them to seek out, taste and buy this year’s gold award winners.

Celebrity awards judge Chris Evans tasted winning products live on his Radio 2 show last year





TASTE GOLD



What's in Taste Gold?

- Over 150 'product focus' features on individual award-winners
- Editorial coverage of the major regional winners
- A focus on the three-star winners, the finest foods in the land
- A listing of foods from your region
- Recipes incorporating winning products

Book a product focus from as little as £395

The editorial-style product focus will feature a full colour photograph of your award-winning product plus up to 75 words describing the production process, quality of ingredients and what makes it an award winner.

We will list your other winners when you take a product focus. That means readers see all of your award-winning products and not just the one featured in the editorial.

We will do everything for you – photography, design and copywriting. We even send you FREE copies of TASTE GOLD to use at consumer shows, helping you shout even louder about your award.

Not all the golds will be listed in Taste Gold. If you want to be in it and guarantee the maximum exposure for your winning products, you must book a product focus.

Rate Card:

	GFF member	Non members
1/4 page product focus	£395	£445
Outside back cover	£2,500	£2,750
Inside front cover	£2,050	£2,250
Inside back cover	£2,050	£2,250
Full page	£1,750	£1,950

Advertisement artwork to be supplied as per Fine Food Digest. All prices subject to VAT.

Call us today to guarantee your place in Taste Gold.

t: 01963 824464 and press [1]
 e: advertise@finefoodworld.co.uk
 w: www.finefoodworld.co.uk
 www.greatasteawards.co.uk

Elderflower, gooseberry & Muscat grape cordial ★

- Belvoir Fruit Farms' famous elderflower cordial was based on a recipe handed down through the Manners family, and its new elderflower, gooseberry & Muscat grape cordial is said to be another recipe that company founder Lord John Manners loved as a boy.
- English gooseberries are hand-pressed and mixed with Sicilian Muscat grape and an infusion of freshly picked elderflowers to create this latest award winner from the Lincolnshire business, which is nowadays run by Lord John's son, Peverel Manners.
- All Belvoir's drinks are handmade on the farm in the Vale of Belvoir, close to Belvoir Castle, and are free from artificial preservatives, flavours, colours or sweeteners.
- You can buy this cordial in a 50cl bottle at Waitrose and quality independent retailers for just over £4.

www.belvoirfruitfarms.co.uk
 Lime & lemongrass pressé ★



FAXBACK – 01963 824651

TASTE GOLD 2010-11

part of the year-round **Great Taste Awards** promotion

- YES PLEASE, BOOK MY 'PRODUCT FOCUS' EDITORIAL AND PHOTOGRAPH into the **TASTEGOLD** supplement sent to every deli, food hall and farm shop and to thousands of foodie consumers. I understand this costs £395 + VAT for Guild of Fine Food members and £445 + VAT for non-members
- I WOULD LIKE TO BOOK A DISPLAY ADVERTISEMENT in **TASTEGOLD**. Please call me to discuss available positions and prices.

Signed: _____

Company: _____

Telephone No: _____

