

# **PRESS RELEASE**



**Alex James, Charles Campion, Greg Wallace & Sophie Michell stamp their approval on  
'Proven Fine Food' at the  
Supreme Judging of the Great Taste Awards 2007**

*Such a range of produce from the smallest artisan producer upwards - it's the David versus Goliath of the food world. Great! - **Alex James**, Farmer, journalist, author and bass player with *Blur**

*'The Great Taste Awards represent the gold standard of British food production. They are a sign of the highest quality, where taste is more important than the quick buck.'* - **Tom Parker-Bowles**

The Supreme Judging of the Great Taste Awards, the 'Oscars' of the fine food world, took place at The Pillar Hall, Olympia, in London last week with a particularly heavy-weight judging panel. Alex James, Charles Campion from *The Independent* and *BBC Radio 2's* Nigel Barden were joined by author of *How to be a Better Foodie*, Sudi Piggott, *Delicious* editor, Mathew Drennan and Lydia Slater from *The Sunday Times* as well as leading retail figures from *Fortnum & Mason*, *Harrods* and Charlie Turnbull from *Turnbull's Delicatessen*. After some serious debate, deliberation and discussion the panel managed to whittle the 32 excellent products down to just 3 which, over the next few weeks, will become just one. The 3 finalists will be revealed shortly...

The Great Taste Awards Supreme Judging 2007 comes at a time when food standards and particularly provenance have never been so much in question. The Great Taste Awards has gained support from Tom Parker-Bowles and Alex James as well as leading industry figures including Charlotte Lawson, Director, Business & UK Services of *Food from Britain* who underlines the importance of the awards to the British food industry and how they stand for credibility and trustworthiness. Chairman of the Guild of Fine Food and leading industry figure, Bob Farrand comments, 'The nation has begun to speak out against the so-called 'green policies' of the supermarkets and the consumer is now looking beyond the packaging of their food and wants provenance and taste. The time has never been more crucial to offer people a stamp for proven standards - the Great Taste Awards provide just this.'

The Supreme Champion of the Great Taste Awards will be announced at a glittering awards ceremony at the Royal Garden Hotel in Kensington on 3<sup>rd</sup> September 2007 where Executive Head Chef, Steve Munkley, will create a stunning menu using the finest Great Taste Award winning ingredients.

-ends-

**Notes to editors:**

The Great Taste Awards has, over 14 years, become the 'Oscars' of speciality food and drink. From the start, all foods have been blind tasted by a panel of independent judges from all parts of the fine food business. It has changed the lives of many producers, helping them grow from small-scale locally-known brands to nationally accredited fine food brands.

**What is the Supreme Judging of the Great Taste Awards?**

After whittling down from over 4,500 products entered to the final 32, it's the 'Oscars' of the fine food world. Having all been awarded gold, the finalists compete to become the Supreme Champion 2008.

**For more information on the Great Taste Awards, to arrange an interview with Bob Farrand or to request images of the Supreme Judging please contact:**

gemma@completemediagroup.co.uk  
sarahl@completemediagroup.co.uk  
Tel: 020 7420 3550