

Great Taste Deserves Fair Prices

The finest food doesn't come from Tesco says the Guild of Fine Food

As Tesco announces a record 2.5bn profit, stories are flooding in light of new and existing Tesco stores affecting local neighborhoods. Markets are disappearing, British farmers are unable to compete with Tesco prices and local shops are disappearing, whilst High Streets and independent retailers are struggling to survive, all contributing to the dismantling of local communities.

The Guild of Fine Food passionately supports all small producers and delicatessens and is determined to fight on behalf of its members as Tesco vows to get bigger and 'Tescoland' looms. Over 1000 leading delicatessans, food halls and speciality food producers have already joined the Guild of Fine Food. Virtually all the most renowned stores are members. The Guild's mission is to champion the cause of the independent speciality retailer and producers of fine food

The Great Taste Awards, organised by The Guild, is regarded as the most prestigious and authoritative food competition in the UK and has carved a reputation for over a decade as the acknowledged accreditation of quality for all speciality food and drink.

Bob Farrand, National Director of the Guild of Fine Food comments, “. ”

If you would like further information on the Guild of Fine Food or Great Taste Awards 2007 please contact:

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