



PROVEN FINE FOOD

Proving that consumers are looking for a benchmark they can trust:

The Great Taste Awards 2008 has beaten all records with a staggering number of entries ahead of the final judging in July

This year, the Great Taste Awards organised by the Guild of Fine Food, has beaten all records having received in excess of **4,790 entries from 1,018 food producers**. Such a high level only confirms that the **public's growing interest in regional and speciality food & drink** is driving producers to raise their game and produce food of the best quality possible. More and more producers are looking to **establish the credentials of their foods** through the Great Taste Awards 'Proven Fine Food' principles. It also confirms the Great Taste Awards as the country's **largest and most important food accreditation programme**.

Bob Farrand, National Director of the Guild of Fine Food comments '*Clearly, the **robust and thorough judging standards** of the Great Taste Awards achieve a level producer's feel comfortable with. The increase in entries tells us that the Great Taste Awards are undoubtedly the **most important benchmarking process** for fine food & drink in the UK and something the producer feels proud to be associated with. It tastes and selects from the widest possible producer base and offers consumers a far more authoritative and independent accreditation than they will ever find in a supermarket own label brand.*

Food & drink producers all around the country are eagerly awaiting the **final judging stages** of this year's **fine food 'Oscar's'**, the Great Taste Awards. The one, two and three star gold awards will be judged on 1st and 2nd July and will recognise some of the **UK's most exquisite food** (all gold star winners will be announced late July 2008. After this, the eagerly anticipated Supreme Panel judging is the fourth and final round where the major trophy winners, including the Supreme Champion 2008 will be decided. All food & drink reaching this stage will have undergone 3

intensive rounds **of blind judging** by different food experts making it the most rigorous in the UK. The Supreme Champion 2008 will be announced at a glittering awards ceremony at Kensington's Royal Garden Hotel on **8th September 2008**.

Despite stiff competition it was the humble pork pie that took the title of Supreme Champion last year. A free-range pie of outstanding quality from **Walter Smith's**, a family-run butchers based in Birmingham was delighted to win the accolade. The **impact on the company's business has been little short of amazing**: prior to winning, pork pie sales formed under 0.5% of their turnover; today it exceeds 10%, proving just how important it is for our judges to reach the correct decision.

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Notes to Editor:

The Guild of Fine Food promotes excellence in fine food and drink through its magazines, training programmes, awards, exhibitions and other food events: www.finefoodworld.co.uk

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