



THIS YEAR'S REVERED FOOD AWARD RESULTS ANNOUNCED!

This year's benchmark food awards are back stronger than ever. Now in their sixteenth year, with even more entries, more judges and a continually refined judging system, the Great Taste Awards ensure the most thorough and accurate results.

The 2010 GTAs has seen even more products entered than ever before. 6021 in total have been blind-tasted, tested and discussed over an intense, two-month judging period by 350 judges, comprising food writers, chefs, deli and farm shop owners, food producers and buyers.

Food producers across the UK and Southern Ireland are celebrating their star ratings. One, two and three Gold Stars have been handed out to 1,576 deserving products, from the 1,350 small producers who entered this year. The 95 three Gold Star award-winners are in the running for the major, regional and national awards. The 2010 Supreme Champion Trophy winner will be announced at Fortnum & Mason in London on September 6th, where the ultimate three star products will be scrutinised by some of the country's most revered and feared chefs, food critics and as always, a smattering of celebrity!

To view the full list of Gold Star winners please go to www.greatasteawards.co.uk

The Great Taste Awards have attracted 23% more entries this year with a proportional increase in the Gold Awards made. The Guild of Fine Food's Bob Farrand comments "It's so exciting to see the standards of food and drink within the British Isles go from strength to strength, year after year, proving that for those who enjoy great food - it's there to be discovered".

The GTAs' robust judging structure is key to its continued success. Judging teams are balanced in terms of experience, background and even gender and every entry has been independently proven to be of the highest standard. Part of the judging remit is also to suggest to the producer, how the product could possibly be improved. All feedback is entered onto the Awards database and producers are now able to log on to read the judging comments.

According to Farrand, several producers who failed to make Gold in 2009, modified their recipes in line with the judges' comments and have earned Gold this year.

Notes to editors-

- The Gold Star winners can be viewed at- www.greatasteawards.co.uk
- The Great Taste Awards are organised by the Guild of Fine Food
- The awards were established in 1994
- The one, two and three star ratings are established on the premise that a one star is a perfect food or drink, a two star is absolutely sublime and three star is that moment you turn to the person next to you and exclaim 'Wow! You must try this, it's amazing!'

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