



PROVEN FINE FOOD

PRESS RELEASE
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**Calling all producers to enter the 2010 Great Taste Awards:
Offering independent producers the best way to stand out from the crowd**

The search is on to find the best tasting food and drink products from every corner of the United Kingdom, Ireland and even the rest of the world! Last year, Beckleberry's Ltd. with their Sloe Gin Sorbet and Burtree Puddings with their Free-Range Chicken flew the flag for the North East with fantastic results, each winning the coveted 3-Star Gold Award, of which only 72 were awarded nationally.

Mr. Peter Craig from Beckleberry's Ltd says, "The awards are a nationally recognised benchmark for fine food – once our Beckleberry's Blackcurrant and Kirsch Sorbet had won there was a huge uplift in sales across the entire retail range, not just the winning product."

Acknowledged by producers, retailers and consumers as the definitive independent benchmark for speciality food and drink, the Great Taste Awards helps smaller producers, who lack big promotional budgets, to gain wider distribution and increase sales. Winning foods carry the Awards distinctive logo and producers benefit from a month-long consumer promotion in hundreds of food halls, delis and farm shops. High level national and local publicity delivers year-round promotion for winning products, with over 30 millions consumers reading about the gold star winning food and drink last year. It reminds millions of consumers that Great Taste award winning food and drink has been independently proven to be the best.

Last year saw high-profile foodies such as Chris Evans and Thomasina Miers involved in the judging of the competition which is to speciality food what Michelin is to fine dining. The Great Taste Awards 2010 is now open for entries and would-be Award winning producers prepared to be judged alongside the best of last year's winners have until 9th April, 2010 to get them in!

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Notes to Editors:

The Great Taste Awards is organised annually by the Guild of Fine Food

Entries for the Great Taste Awards 2010 can be made until 9th April, 2010. Entry forms are available at <http://www.finefoodworld.co.uk>

The Great Taste Awards has, over 17 years, become the most trusted benchmark for fine 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, with gold awards going to those products considered faultless. The awards have changed the lives of many producers, helping them grow from small-scale locally-known brands to nationally accredited fine food brands. More than 700 products received Great Taste Award gold stars last year. The awards attract over 4,500 entries per year.

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