



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 have 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!

Amongst the winners in Wales are *Elwy Valley* in Denbigh, *Gower Salt Marsh Lamb* in Gower, *Cae Groes Bakery* in Bangor, *Black Mountain Smokery* in Crickhowell, *The Breconshire Brewery* in Brecon, *Merann*

Foods in Aberyswyth, *Welsh Lady Preserves* in Pwllheli and *La Creme Patisserie & Catering* in Port Talbot. To see the full list in the region see notes to editors.

The Guild of Fine Food's Bob Farrand commented of this year's entries "It's so exciting to see the standards of food and drink in 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". Farrand continued, "We've worked hard to ensure our judging process is as robust as possible. The judging teams are balanced in terms of experience, background and even gender and every Gold Award winning entry has been independently proven to be of the highest standard".

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!'"

For more information please contact-

Victoria Prior or Francesca Scull at Magnolia PR

E: Victoria@magnoliapr.co.uk or Francesca@magnoliapr.co.uk

T: 020 7751 5839