



PROVEN FINE FOOD

Proof that the Great Taste Awards can turn your business around: Supreme Champion 2008 discusses the huge impact of winning the title

Beckleberry's, a family-run company from the North East, is becoming increasingly famous for its fresh ice cream and hand made patisserie. The family has won over 30 Great Taste Awards since first entering in 2002 and won the title of Supreme Champion in 2008 with their Blackcurrant and Kirsch Sorbet.

Director Peter Craig describes in detail the events following his win:

"We had been looking at the retail sector for some time, but winning three stars and being crowned Supreme Champion started opening doors for us. Once we were in the public eye, top London food retailers called us - something that would never have happened without our Great Taste success.

Retail has jumped from 0.8% of turnover since that unforgettable day in September 2008 to over 7% and **is rising week on week** as more customers come on board. I expect it to be well over 12% by the end of the next financial year and our target is 20% by the end of next year, which is achievable if take-up from continues at the current rate. The exposure we've received from the Great Taste Awards has been fundamental to this successful entry into retail; **you couldn't buy the kind of endorsement and publicity we received**. Getting our products into the right places means other retailers come to us and wherever we go, we do our bit for the Awards as well. It really is the sign of proven fine food.

We recently managed to secure national **coverage** for our range via a wholesaler specialising in supplying the retail trade. This has given us access to far greater numbers of delis and farm shops so our previously parochial list of outlets has grown beyond our wildest dreams. We now supply retailers in London and the South East, the Midlands and Scotland and each week, we handle more enquiries from around the country.

Retailers are often reluctant to move from their existing suppliers without trying a product first. The respect the Awards command persuades them to list Gold Award winning foods without trying them first. We think our sorbet was a worthy winner so when they do get to taste it, repeat orders are never far behind!

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Notes to Editors:

- The Great Taste Awards is organised annually by the Guild of Fine Food
- <http://www.finefoodworld.co.uk>
- The Great Taste Awards has, over 15 years, become the 'Oscars' of speciality 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 1,000 products received Great Taste Award gold stars in 2008.

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