

Great Taste is the largest and most trusted accreditation scheme for fine food and drink. It supports, promotes and mentors artisan food producers large and small, who want to supply the UK independent retail sector and overseas stores selling fine food.

Great Taste offers a unique benchmarking and product evaluation service leading to an independent accreditation that encourages confidence and commercial success for small business, generating greater awareness for products locally, regionally, nationally and internationally.

Since 1994, more than 120,000 products have been put through this robust judging process. Each one is fastidiously blind-tasted by selected chefs, buyers, fine food retailers, restaurateurs, food critics and writers over 60 judging days.

**WINNING A GREAT TASTE AWARD HAS GIVEN US CONFIDENCE TO PUSH SALES, DOORS HAVE OPENED BECAUSE OF GREAT TASTE, AND IT'S CLEAR TO SEE THAT SOME OF THE 57% INCREASE IN SALES FROM 2014-15 IS A DIRECT RESULT OF GREAT TASTE.**

Katherine Manning, Marybelle Dairy, Suffolk

## WHAT DO GREAT TASTE JUDGES LOOK FOR?

They look for truly great taste, regardless of branding or packaging. Yes, they take into account the texture, appearance and of course quality ingredients; they like a good aroma, a decent bite to a sausage, a smooth lemon curd, crunchy rich pastry, but everything comes back to the taste. Is it really, truly great?

## WHAT SHOULD YOU LOOK FOR?

The logo. This is your guarantee a product has been through a rigorous and independent judging process. It's not about smart packaging or clever marketing – it's all about taste.

# WHAT IS GREAT TASTE?



great  
taste<sup>®</sup>  
2018

# WHAT DO THE STARS MEAN?

EACH JAR, PACKET, BOTTLE OR BAG DISPLAYING A GREAT TASTE LOGO HAS A STAR-RATING



## 3-STARS: EXQUISITE

Extraordinarily tasty foods – less than 3% of products are awarded 3-stars each year – don't leave the shop without buying it!



## 2-STARS: OUTSTANDING

Above and beyond delicious – less than 15% of entries will achieve this rating



## 1-STAR: SIMPLY DELICIOUS

A food that delivers fantastic flavour. Approximately 25% of entries will achieve this rating each year.

**Look out for the 2018 results from 1 August.**

A full list of Great Taste award-winning food and drink can be found at

[WWW.GREATTASTEAWARDS.CO.UK](http://WWW.GREATTASTEAWARDS.CO.UK)

