

## WHAT IS GREAT TASTE?

Since 1994 Great Taste has been discovering exceptional food and drink and making sure that other people know about them. More than 100,000 products have been judged by Great Taste over those years, blind tasted by expert judges who discuss the merits of each product in their search for those that deserve to be championed and garnered with the Great Taste logo.

You'll see the Great Taste logo wherever you shop for food and drink – in delis and farm shops, at food festivals and farmers' markets, butchers, bakers, and all other good food shops. Just keep your eyes peeled for the logo. It's not about smart packaging. It's simply about taste – the kind that stops you in your tracks and makes you go WOW!



## WHAT DO THE STARS MEAN?

- ★★★ EXQUISITE. WOW! TASTE THAT
- ★★ OUTSTANDING
- ★ SIMPLY DELICIOUS

## WHO JUDGES AND WHAT ARE THEY SEARCHING FOR?

The judges are made up of top chefs and restaurateurs who know their onions. People who run delis and farm shops, top food hall and retail buyers, acclaimed cooks, food writers and journalists, jam and cake experts from the WI, cheese makers and farmers. This diverse mix of judges ensures that every product is judged fairly and that nothing can slip through the net.

Go to [www.greatasteawards.co.uk](http://www.greatasteawards.co.uk) and search for Great Taste winners. You'll be able to find a list of good food shops here as well as links to the producers of Great Taste award-winning food.

