

GREAT TASTE EXPLAINED

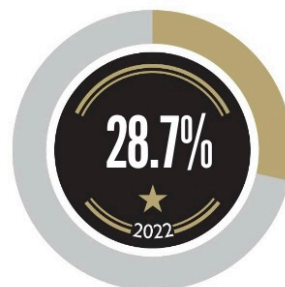
The broad range of products included in this book share one important characteristic: they are all here because our expert judges praised their exceptionally good flavour. Yet it is striking how different the various producers are.

At one end we have the winners of the Golden Fork award for London featured on pages 6-7. It is a start-up business, cooking on demand from a home kitchen in Romford. At the other end of the spectrum, we have the Golden Fork for Northern Ireland featured on page 62-63; this was awarded once again to the Baronscourt Estate, the home of the Duke of Abercorn's family since 1612. Such huge differences in experience and set-up are evened out by the flair and attention to detail that is the hallmark of all of the worthy winners found in this publication.

This year the Great Taste awards attracted record international interest, with 14,205 artisanal products entered from 110 countries - demonstrating the growing global status of the Great Taste accolade. Awards were given to 39.1% of the entries, which means that just over six in every 10 entrants got nothing more than the detailed written feedback that will hopefully help them to improve their entries next time.

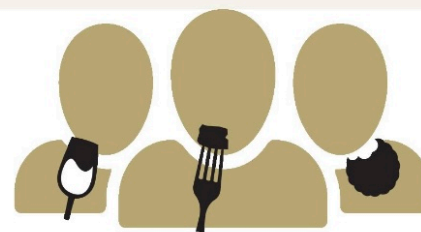


A Great Taste 1-star was given to 4,078 producers for 'food and drink that delivers fantastic flavour'. Another 1,237 were awarded a Great Taste 2-star for products 'above and beyond delicious', and 241 got the coveted Great Taste 3-star for 'extraordinarily tasty food and drink'.



GREAT
Taste
AWARDS 1994

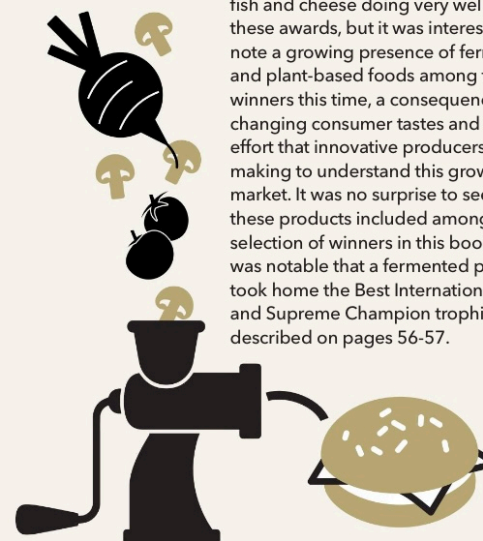
Established in 1994, Great Taste is organised by the Guild of Fine Food and is one of the world's largest, longest-standing and most respected food accreditation schemes for artisan and speciality food and drink producers. You can read more about it and search for the best food and drink at greattasteawards.co.uk



Each product was blind-tasted after being removed from its packaging. Judging took place over 90 days across two locations in Dorset and London. The judging panels were drawn from more than 500 food and drink professionals including critics, chefs, recipe creators, buyers, retailers, journalists, broadcasters, and experts in the field. Every entry was assessed by at least two tables of judges.



For many years, we have seen meat, fish and cheese doing very well in these awards, but it was interesting to note a growing presence of fermented and plant-based foods among the winners this time, a consequence of changing consumer tastes and the effort that innovative producers are making to understand this growing market. It was no surprise to see these products included among the selection of winners in this book. And it was notable that a fermented product took home the Best International and Supreme Champion trophies, as described on pages 56-57.



To achieve a 3-star award, a product needed unanimous support from at least five tables. The 3-star products were rejudged at the end of the process, to identify which should win a regional Golden Fork trophy and which should be declared the Great Taste 2022 Supreme Champion. You may disagree with the judges' findings, but their independence and the rigour of the judging process are without doubt.

