



P R E S S R E L E A S E



Chutree Limited is among the Great Taste winners of 2020

Great Taste, the world's most trusted food and drink awards, has announced its stars of 2020. Out of 12,777 products sent in from 106 different countries, Chutree Limited was awarded a 2-star Great Taste award, which means judges dubbed it above and beyond delicious for its Date & Tamarind Chutney. *"The flavour is punchy and immediate: a big, fruity burst of date that mingles with spice, and is carried through to the finish with a warm, tingling heat. The judges enjoyed the balance of sweet, sour and spice."* Great Taste Award Judges

Judged by 144 of the most discerning palates, belonging to food critics, chefs, cooks, restaurateurs, buyers, retailers and producers, as well as food writers and journalists, Great Taste is the most coveted of all food and drink awards. As well as a badge of honour, the unmistakable black and gold Great Taste label is a signpost to an outstanding product, which has been discovered through hours and hours of blind tasting.

This year's winners have been found through a combination of remote judging and socially distanced judging sessions, after the lockdown began just one week into the schedule. This necessitated a swift and comprehensive reinvention of the Great Taste process to ensure that robust judging standards were maintained and the quality of feedback was not compromised, all in time to provide a much-needed boost for food and drink producers during the all-important Christmas period.

Recognised as a stamp of excellence among consumers and retailers alike, Great Taste values taste above all else, with no regard for branding and packaging. Whether it is cake, coffee, kippers or kombucha being judged, all products are removed from their wrapper, jar, box or bottle before being tasted. The judges then savour, confer and re-taste to decide which products are worthy of a 1-, 2- or 3-star award.

There were 12,777 entries into Great Taste this year and of those products, 205 have been awarded a 3-star, 1,294 received a 2-star and 3,818 were awarded a 1-star accolade. The panel of judges this year included; cook, writer and champion of sustainable food, Melissa Hemsley, cook, writer, stylist and voice of modern vegetarian cooking, Anna Jones, celebrated Spanish chef, José Pizarro, Kavi Thakrar from Dishoom, food writer and cook, Xanthe Clay, and baker and author, Martha Collison, as well as food buyers from Selfridges, Fortnum & Mason and Waitrose. These esteemed palates have together tasted and re-judged the 3-star winners to finally agree on the Golden Fork Trophy recipients and the Great Taste 2020 Supreme Champion.

Great Taste 2020 will reach its exciting finale in late October, when the Golden Fork trophy winners and the Great Taste Supreme Champion 2020 are announced at the virtual Great Taste Golden Fork awards event.

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Notes for editors:

What is Great Taste?

Great Taste, founded in 1994 and organised by the Guild of Fine Food, has judged over 158,000 products in the last 27 years; each one has been blind-tasted by a team of judges who are dedicated to finding the most exquisite tasting food and drink regardless of branding or packaging.

Great Taste ratings

3-star: Extraordinarily tasty foods – around 1.5% of products are awarded a 3-star each year – don't leave the shop without buying it!

2-star: Above and beyond delicious —10% of entries will achieve this rating

1-star: A food that delivers fantastic flavour. Approximately 30% of entries will achieve this rating each year.

What are Great Taste judges looking for?

They're looking for great texture and appearance. They judge the quality of ingredients and how well the maker has put the food or drink together. But above all, they are looking for truly great taste.

How did the judging work this year?

Great Taste has grown and is trusted because of the rigour of its judging process. With the challenges of lockdown, and then social distancing, the Guild of Fine Food had to adapt the judging process to ensure that every entry went through enough judging layers to reach a fair rating and generate constructive feedback for the producers.

After a week of normal judging ahead of lockdown, the Guild of Fine Food quickly had to establish a way in which to judge the remaining 12,000 products. In early May, a remote judging system was established, with entries consolidated at the Guild of Fine Food's HQ in Dorset and then sent to smaller groups of judges, working remotely and sharing the experience over Zoom. This ensured that a similar number of experts assessed every food and drink product. This remote judging suited ambient, cheese and some cured products, but judges needed to get back into the judging room in early July to tackle products which require cooking, as well as frozen puddings and other logistically challenging entries. Great Taste had fewer experts in both the London and Gillingham judging locations, so the food was passed through more teams to, again, achieve the critical number of palates to ensure that the judging criteria was met and feedback was provided. Over the years, numerous food businesses, start-ups and well-established producers have been advised how to modify their foods and have subsequently gone on to achieve Great Taste stars.

In line with previous years, tea and coffee were judged in specialist facilities to ensure correct preparation. Following the considerable efforts of the Great Taste team, the judges and the flexibility of the food producers who entered, the results and thorough feedback on each product, whether award winner or not, were published only seven weeks after the originally planned results date - and are now available for retailers and consumers to discover for themselves.

What do the stars mean for producers?

Recognised as a reliable stamp of excellence among consumers, retailers and major food buyers alike, Great Taste success can be the gateway to exciting opportunities for food and drink producers. As well as seeing an uplift in sales and revenue, award-winning producers also get to enjoy raised awareness by appearing in the Great Taste book, a unique directory used by many food retailers, supplying samples for high profile events and exhibiting as part of Great Taste Markets at events including RHS Hampton Court Flower Show, CarFest and Countryfile Live. Receiving a 3-, 2- or 1-star rating for products really puts producers on the map, while opening doors to investment and export opportunities.

What should consumers look for?

The logo. The Great Taste symbol is their 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.