

Press Release



PROVEN FINE FOOD

La Crème Patisserie wins two Great Taste Awards



La Crème Patisserie & Catering Company from **Neath** is celebrating after winning two prestigious Great Taste Awards. **La Crème Patisserie & Catering Company** has been presented with a much-desired (one star) Gold Great Taste Awards for its Frangipane Mince Pies and for its Welsh Cake petit fours.



The Great Taste Awards, which is **organised by the Guild of Fine Food** and often referred to as the **Oscars of the food industry**, is this year celebrating its 15th anniversary. A Great Taste Award is the **authoritative, independent standard for Britain's fine food sector**: more and more consumers recognise the gold & black logo as the **benchmark for independently proven fine food**. However, winning a coveted Great Taste Award is much more than recognition for excellence; it is one of the most **powerful tools to help grow business** in the speciality food sector.

The awards generate huge business for those who achieve the gold standard. In just three weeks last September, the excitement created by the 2007 results increased sales to the tune of £640,000 in 524 Guild members' stores. **Over the past five years, they have generated over £2.6 million additional sales and 19,900 new listings.**

The Great Taste Awards judging standards, devised by the Guild of Fine Food, are the most rigorous in the UK. Every entry is **blind tasted by teams of experts**. By the time it earns gold, it will have been assessed by at least three different teams. All the judges comments are made available to producers. If no gold is awarded, they need to know how and why. This year's judges include **Alex James**, farmer, journalist and bass player with Blur, **Mark Hix**, the chef's chef, **Charles Champion** from Evening Standard & The Independent, **Tom Parker-Bowles** of UKTV Food's Market Kitchen and national food journalist **Fiona Sims**.

Bob Farrand of the Guild of Fine Food, said: *"These awards have been running for 15 years now and are **a recognised mark of excellence that consumers can trust and rely on**.*

*"The winning products have been through **a thorough judging process** and we are able to assure consumers that the Great Taste Award logo, which all award winners can use, signifies genuine, proven fine food. It's not just a supermarket premium marketing slogan that bears almost no relation to the quality of the food in the packet.*

"The Great Taste Awards reflect what is happening in the fine food halls, delicatessens and farm shops throughout the UK and during judging we tasted some fantastic gourmet delicacies from all over the world."



La Crème Patisserie specialises in the manufacture of high quality desserts and patisserie products for sale direct to the public through its shop in Neath and over the internet through its website www.lacremepatisserie.co.uk. La Crème also supplies a number of local restaurants, hotels, banqueting and wedding venues and coffee shops with its award winning products.

Sian and Ian Hindle the owners of La Crème Patisserie said: "We are delighted with these awards. Winning Great Taste Awards for our Frangipane Mince Pies and our Welsh cake petit fours is a fantastic recognition for the passion we both have for producing great food. With every cup of coffee we serve in our patisserie we give a petit four Welsh cake as a taster. We were confident that we had a winning product because after two years of trading everybody who comes to the patisserie comments on the great taste of the Welsh cakes and most leave the shop buying a box of Welsh cakes to takeaway. Additionally last Christmas we sold our frangipane mince pies in a gift pack and we couldn't keep up with the demand. Comments from our customers confirmed that we had hit the winner formula with our innovative take on a traditional Christmas treat".

Food critic Charles Champion comments "This competition has really come of age, and year by year the standard of entries gets higher and higher. To win a gold at the Great Taste Awards is a terrific achievement."

-Ends-

Notes to editor:

The judging process

Judging this year took place over several weeks in May and June in London, Hampshire and at the Guild headquarters in Wincanton. Irish entries were judged over three days in Belfast in May. No awards were confirmed at this stage, the judges simply decided which products should go through to the next round. The suppliers of potential Gold Award winners were contacted for more information about provenance of key ingredients, product availability and so on.

These entries were judged a second time early in July at the Pillar Hall at London's Olympia by 29 teams of experts before Gold award were confirmed along with the coveted one, two or three star status. All foods confirmed as achieving three star gold went forward to the final round in Wincanton on 19th July when a team of 12 leading chefs, food writers and retailers decided the regional and national winners along with the Supreme Champion 2008. These results remain a closely guarded secret until they are announced at a glittering awards ceremony at Kensington's Royal Garden Hotel on Monday 8th September 2008.

Testimonials for the Great Taste Awards:

'The GTA represent the gold standard of British food production. They are a sign of the highest quality, where taste is more important than the quick buck.'

Tom Parker Bowles

'It's no longer a food trade issue. The British public now demand proven standards. We are giving it!'

Bob Farrand

'The Great Taste Awards is the best benchmark of quality in food today - look for their stamp when you shop'

Matthew Drennan, Editor, Delicious Magazine

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