

FREQUENTLY ASKED QUESTIONS (FAQs)

Please read all these questions BEFORE completing your entry form.



1. Why are there different levels of entry fee?

We have introduced different levels of entry this year to distinguish NATIONAL distribution and LOCAL distribution.

We have recognised that there are small and medium sized businesses in our market and our entry fees should reflect that. We also ask those companies whose turnover is in excess of £1 million to pay a slightly higher level of entry, enabling us to be inclusive to everyone.

2. What is Early Bird?

We have introduced Early Bird to encourage entries away from deadline day. This helps us internally so we can keep our costs down and entry fees the same as 2011. It also means we can take advantage of using London's Pillar Hall for judging earlier in the year. Availability of this venue is limited later in the year due to the 2012 Olympics.

3. Which level of Entry Fee should I pay?

If your product is distributed nationwide and/or your company turns over MORE than £1million per year, then you should pay the higher level of entry.

The lower rate of entry is for food producers whose products are only commercially available in a few local farm shops & delis and their turnover is LESS than £1million per year.

4. I can't find a category for my product?

Don't worry! Find the category that best fits your product. We have reduced the amount of categories this year to simplify things for consumers when the results are announced and posted on our website. The category is for the organisers benefit and is NOT given to the judges.

If in doubt send back your form with a note to explain you are not sure which category to enter your product(s) into. The organisers will find a category for your food to be placed into or alternatively contact you directly.

5. Am I a member of the Guild of Fine Food?

You are a member of the Guild of Fine Food if you have previously signed up with us and received a membership pack with your unique Membership Number and Password and renewed your membership on an annual basis. If in doubt, please email taste@finefoodworld.co.uk

All members MUST provide us with their current membership number to qualify for the reduced entry.

If you entered Great Taste last year and joined the Guild then, you need to be aware your Membership is due for renewal. You will need to renew your membership before you can take advantage of the reduced entry fee.

6. What does "Description of Product" mean?

This is the MOST IMPORTANT part of the form to fill in.

Every entry will be judged using YOUR description and not the category in which it is entered. The judges will be given this information about your product(s) so it is very important you get across here what you want the judges to know, without using any give-away brand names. (Any brand names will be removed by the organisers).

You should include information on the provenance of the ingredients in your food, identifying raw ingredients, naming breeds of animal or varieties of fruit and vegetable where applicable. If you can give information about terroir or whether the food is organic then do so. The more generic information you give the better – but NO marketing terminology or sales pitch – just facts.

7. Do I have to list ALL the ingredients in my product?

No. Only list those ingredients that are relevant to the taste of the product and you want the judges to be aware of.

CONTINUES OVER

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8. What happens after I send back my Entry Form and fee?

You will receive an EMAIL confirmation that we have received your form and payment, within 7 days of receipt. During March/April we will send you DELIVERY INSTRUCTIONS informing you when, where and what quantity to send in for judging. We judge over a period of 3 months so entries are called for in batches. If you have heard nothing from us by the end of April, then please do call us.

9. I can't see where or when to send my products on the Entry Form...

Should I send my products in with my Entry Form? When do I send my products in to be judged? DON'T send ANY products in with your Entry Form. You will be contacted in March /April as to when, where and how much of your product to send in.

10. If I am entering a FRESHLY PREPARED product (e.g. cake or bread) can I deliver it freshly baked on the day it will be judged?

Yes. You will need to make prior arrangement for this with the organisers, AFTER receiving your delivery instructions.

11. If my product is FRESH (e.g. sausages) can I select a day to suit our production for delivery during the week they will be judged?

Yes. You will need to make prior arrangement for this with the organisers, AFTER receiving your delivery instructions.

12. Can I enter products I have entered before?

Yes. You may want to enter the same products you have entered in previous years.

NB. A Great Taste accreditation has approximately a 3-year life. Products awarded star(s) in 2008 or prior to this should be entered again in 2012.

13. When will I get my results?

Gold-star producers will be contacted by mid-June but FULL results & feedback will be made available from AUGUST 2012. No results can be released or feedback given until ALL products have been judged, checked and uploaded to the website.

14. If I qualify for an Accreditation this year, when can I order labels for my product packaging?

In August when all the results are published, you will be given the opportunity to order artwork/ labels for your packaging and logos for your websites. All Great Taste artwork that appears on your packaging must carry the year in which you gained the accreditation, as well as the number of stars you were awarded. The Guild of Fine Food will be able to supply you with the approved artwork.

15. How does the judging actually work?

Working in small teams of 4-5 per table, judges taste 20 or so foods from different categories, discussing each product and giving feedback to a qualified food-writer, who records the comments made. Any food they feel is worthy of a gold is passed to other judging tables to verify and only when there is a unanimous decision made, will the Arbitrator agree to accredit the product with one, two or three-star gold.

1- Star – A virtually faultless food

2- Stars – Exquisite

3- Stars – Wow! Taste that

16. My product is GLUTEN FREE, do I have to enter it into Gluten Free category (3401)?

No, you can enter your Gluten Free product(s) into ANY category. If you want the judges to be aware that it is Gluten Free, then mention this in 'Description of Product.'

17. Can I enter online?

Yes, you can. Visit www.finefoodworld.co.uk/gta