

## **Press Release**



### **Dr. Martins wins Great Taste Award**

The Dr. Martins da Cunha GmbH from Vienna is celebrating after winning a prestigious Great Taste Award.

The company been presented with a much-desired golden Great Taste Award for its Dr. Martins Coco Drink plain/pure.

Regarded as the industry Oscars, The Guild of Fine Food's annual Great Taste Awards are the UK's largest independent evaluation of fine food and drink.

Each year, almost 4,500 foods are blind-tasted by up to three separate teams of experts before the awards are made. Since May there have been nearly two weeks of tasting by over 400 independent judges. As a result, 530 Great Taste Awards have been given out for excellence in taste, texture and flavour.

Bob Farrand of the Guild of Fine Food, said: "These awards have been running for 14 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 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."

-Ends-

**Notes to editor:**

**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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For more information: Stefan Reiss, s.reiss@dr-martins.info

**The Great Taste Awards Press Office:**

Sarah Lewis ([sarahl@completemediagroup.co.uk](mailto:sarahl@completemediagroup.co.uk))

Gemma Massey ([gemma@completemediagroup.co.uk](mailto:gemma@completemediagroup.co.uk))

Telephone: +44 (0)20 7420 3550