



**Fudge Bakery & Shop / Fudge Restaurant in Hull celebrates as Great Taste 2012 is announced**

A Sweet Potato, Spinach, Coconut & Paprika Pie produced by Fudge Bakery in Hull will be proudly displaying a coveted GOLD TWO STAR Great Taste 2012 logo after being judged by a panel of 350 of the nation's most discerning food experts over 45 days. To celebrate the launch of the Award winning Pie, Fudge Restaurant are launching a Pie Peas & Poetry Night Monthly on a Wednesday evening starting with Ruth Dixon on October 24 from 7pm. The night will see the bakery's popular homemade Pie & Pea Menu followed by an hour long performance, tickets priced £12, in their first floor lounge bar.

The Restaurant's Homemade Oat & Raisin Fudge also won a GOLD ONE STAR GREAT TASTE AWARD, WHICH THEY SELL IN THE BAKERY NEXT TO THE Restaurant on Princes Avenue in Hull.

To achieve Gold in Great Taste is a significant achievement for any food or drink producer and results are eagerly awaited. The scheme, run by the Guild of Fine Food, has been described as the epicurean equivalent of the Booker Prize and in 2012 a total of 8,807 different food and drink products were entered.

"We are delighted to have been awarded a Great Taste Award. And a two star butter pastry Pie award is unbelievable for a small family run independent restaurant to have achieved. This proves our commitment to great flavours fresh food no fuss. We love food at Fudge and are committed to making everything from scratch. Our passion and love of the business is reflected in the great team we have and the fabulous customers who keep eating and drinking with us. We're on the roll for Christmas Bookings now so we'll be adding the pie to the offering!

We have won a number of Great Taste golds over the last 5 years – but never a two star so we're dancing in the kitchen right now! We have a passionate young local workforce and awards are a great way to give them a boost of gratitude. We get up to all sorts of fun outside catering events and film, book and restaurant nights at Fudge and these awards are another boost for us all. [www.fudgefood.com](http://www.fudgefood.com) for menus and events

Of all the entries into Great Taste 2012, only 123 gained a coveted 3-star gold, with the Top 50 from those nominated for a Golden Fork Award, the highest accolade in fine food and drink which will be announced at the Awards' dinner at London's Royal Garden Hotel this September.

Judges this year included Masterchef winner and restaurateur Mat Follas, restaurant critic and Masterchef judge Charles Champion, food writers Lucas Hollweg and Xanthe Clay and over 300 food buyers from leading food halls, delicatessens and farm shops, including Harrods, Selfridges and Fortnum & Mason.

-Ends-

Date: October 10<sup>th</sup> 2012

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**Notes for editors:**

**What is Great Taste?**

*Great Taste is the largest and most trusted accreditation scheme for speciality and fine food & drink. Established in 1994, it encourages and mentors artisan food producers, offering a unique benchmarking and product evaluation service leading to an independent accreditation that enables small food and drink businesses to compete against supermarket premium own label brands.*

*Since 1994 over 60,000 products have been evaluated. This year alone, over 8,000 products were blind-tasted by panels of specialists: top chefs, cookery writers, food critics, restaurateurs and fine food retailers.*

**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 do they work?**

*Working in small teams, experts taste 25 foods in each sitting, discussing each product as a coordinating food writer transcribes their comments directly onto the Great Taste website which producers access after judging is completed. 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 gold standard.*

*Any food that a judging team believes is worthy of gold is judged by at least two further teams. Only when there is a consensus will Gold be awarded – that means at least 16 judges will have tasted every gold accredited product. For 3-star Gold, every single judge attending the session, which can be as many as 30 experts must unanimously agree the food delivers that indescribable 'wow' factor.*

**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.*