

Press Release

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Beechwood Fine Foods Awarded for Great Taste

Tring, Hertfordshire – Sarah Murray of Beechwood Fine Foods has recently collected two further Great Taste awards for her home produce range of delicious preserves, jams and chutneys – this time for her Apricot Jam and Cranberry and Redcurrant Sauce.

On the Apricot Jam, the judges commented: *“this attractively vibrant amber coloured jam has a delicious aroma of very ripe apricot and almond. A very interesting twist on the classic to include the fruit kernels which give the jam an added richness of flavour.”*

The Cranberry and Redcurrant Sauce – which will delightfully accompany Lamb equally as well as it does Turkey – was described as having a *“pleasingly chunky texture with plenty of whole fruit in a syrupy reduction. Well-judged in its balance between tart and sweet, this has a freshness and lingering red fruit flavour.”*

Beechwood Fine Foods have picked up five other Great Taste Awards previously for Sarah’s Boozy Berry Jam, Gooseberry and Elderflower Jam, Old Doverhouse Chutney and a traditional Fruit Chutney.

Issued by: Alison Page, Marketing Consultant, on behalf of Beechwood Fine Foods. Tel: 07963 002065 for more information.

In 2018 over 500 judges, including specially trained food writers inputting judges' comments, came together at 65 judging days from March through to early July. The judges, from all corners of the food world, blind-taste in teams of 3 or 4 ensuring they get a balance of expertise, age and gender.

"Our winners are all genuine food people who care about the quality of food and drink they produce.

Those producers entered 12,634 products with only 192 foods achieving the highest and most coveted rating, three stars. We had 1,207 foods grabbing 2 stars and 3,254 were awarded a 1 star. That means only 37% of entries were accredited – it's tough."

The Great Taste Awards, organised by the Guild of Fine Food, is the acknowledged benchmark for fine food and drink. It has been described as the 'Oscars' of the food world and the 'epicurean equivalent of the Booker prize'. The Great Taste logo is the recognised sign you can trust when buying food and drink in your local, quality retailer.

Sarah commented, *"I'm absolutely delighted with these two new awards – as the judges say it's a really tough competition and the standards are incredibly high. However, for me, the real pleasure is in creating new recipes for our customers to enjoy!"*

Both products are now available for purchase from the town-centre farm shop located in Frogmore Street, Tring in Hertfordshire.

For further information, visit www.beechwoodfinefoods.com or contact Toby and Sarah Murray on tel: 01442 828812.

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Note to editors:

In addition to their homemade cakes, ice cream sundaes and Fairtrade coffee, to eat in or takeaway, the essence of Beechwood Fine Foods is their love of British and locally sourced produce, including cheese, hams, freshly baked bread, soups, herbs and relishes. Beechwood also sell a range of gifts such as scented candles, chocolates, hampers and greeting cards and are the appointed Box Office for the Court Theatre.

Beechwoods Fine Foods is rated 5 out of 5 by the Food Standards Authority. Other awards include Commended in Deli of the Year, numerous Gold Star awards for Sarah's homemade preserves and rated as Excellent by Trip Advisor reviews.

Toby Murray has regularly been a judge at the World Cheese Awards, which takes place at the BBC Good Food Show Winter at the NEC, Birmingham.

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