



## P R E S S   R E L E A S E

### **MAMMA LOLLY'S HOTSAUCE is among the Great Taste winners of 2019**

Great Taste, the world's most coveted food and drink awards, has announced its stars of 2019.

Out of 12,772 products sent in from over 100 different countries, Mamma Lolly's Sauces was awarded a 1-star Great Taste Award for their AUTHENTIC CARIBBEAN YELLOW HOT SAUCE WITH TURMERIC AND BLACK PEPPER, which means judges dubbed it a hot sauce "that delivers fantastic flavour"

*The Judges loved the "grand colour to this vibrant sauce, the consistency is creamy whilst the flavour opens up with fruitiness and power, (the sauce has) good consistency with turmeric and spices present. On tasting, the interesting flavour develops through acid and intense chilli heat that continues on the palate. Overall a fine product and we enjoy the journey in it."*

Judged by over 500 of the most demanding palates, belonging to food critics, chefs, cooks, restaurateurs, buyers, retailers and producers, as well as a whole host of food writers and journalists, Great Taste is widely acknowledged as the most respected food accreditation scheme for artisan and speciality food producers. As well as a badge of honour, the unmistakable black and gold Great Taste label is a signpost to a wonderful tasting product, which has been discovered through hours and hours of blind tasting by hundreds of judges.

Donna, Hot Sauce maker, and owner of Mamma Lolly's explains: ***“This sauce has been our pride and joy for so many years, we simply needed to share it with the world! I am so proud to have had the opportunity to present our authentic Caribbean sauces to the Great Taste Awards body, and to receive an award is fabulous! With such encouraging feedback from the judge's panel, I'm ultra-excited about getting back to the kitchen. There's much more to do! I would love to see Mamma Lolly's available in stores around London. My most pressing challenge right now is to find a consistent supply of Caribbean peppers! I have been desperately trying to track down a small farmer who can supply us with the peppers we need. “***

Recognised as a stamp of excellence among consumers and retailers alike, Great Taste values taste above all else, with no regard for branding and packaging. Whether it is vinegar, granola, bacon or cheese being judged, all products are removed from their wrapper, jar, box or bottle before being tasted. The judges then savour, confer and re-taste to decide which products are worthy of a 1-, 2- or 3-star award.

There were 12,772 entries into Great Taste this year and of those products, 208 have been awarded a 3-star, 1,326 received a 2-star and 3,409 were awarded a 1-star accolade. The panel of judges this year included; cook, writer and champion of sustainable food, Melissa Hemsley, Kenny Tutt, MasterChef 2018 champion, author, Olia Hercules, chef and food writer, Gill Meller, Kavi Thakar from Dishoom, food writer and stylist, Georgina Hayden and author and chef, Zoe Adjonyoh, as well as food buyers from Selfridges, Fortnum & Mason, Sourced Market and Partridges. These esteemed palates have together tasted and re-judged the 3-star winners to finally agree on the Golden Fork Trophy winners and the Great Taste 2019 Supreme Champion.

Great Taste 2019 will reach its exciting finale on Sunday 1 September, when the world of fine food gathers at the InterContinental Park Lane Hotel, London to find out the Great Taste Golden Fork trophy winners for each region, with the final applause reserved for the Great Taste Supreme Champion 2019.

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For more information contact

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## **Notes for editors:**

### **What is Great Taste?**

*Great Taste is the largest and most trusted accreditation scheme for fine food and 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 146,000 products have been assessed. This year 12,772 products were blind tasted by panels of specialists: top chefs, food writers, influencers, food critics, restaurateurs and fine food retailers.*

### **Great Taste ratings**

**3-star:** Extraordinarily tasty foods – less than 3% of products are awarded a 3-star each year – don't leave the shop without buying it!

**2-star:** Above and beyond delicious – less than 10% of entries will achieve this rating

**1-star:** A food that delivers fantastic flavour. Approximately 25% of entries will achieve this rating each year.

### **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?**

*Each team of three to four judges' blind tastes around 25 products per session, 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 Great Taste stars. Any product that is deemed worthy of a 1-, 2- or 3-star Great Taste award is moved around multiple judging tables by a team of arbitrators before the final award is given. If judges feel that a product needs some adjustment, and is therefore not likely to receive an award, the food or drink gets a second chance on a referral table, where another team blind tastes and deliberates. For a Great Taste 3-star award, the vast majority in the room - which can be as many as 30-40 experts - must agree that the food or drink 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.*