Guild of Fine Food

Encouraging and nurturing independent retailers and the food producers who supply them

HOW?
Guild of Fine Food in London

New event space and demo kitchen facility near Borough Market
What is Great Taste?
WHERE DO YOU SEE THE GREAT TASTE LOGO?

OVERSEAS
SHOWS & MARKETS

RETAIL
NEW STANDS

NATIONAL & LOCAL PRESS
SPONSORS & SUPPORTERS

NATIONAL & LOCAL RADIO
QVC SHOPPING CHANNEL

NATIONAL & LOCAL TV
SOCIAL MEDIA

NURTURING SMALL PRODUCERS

THE GUILD OF FINE FOOD
PROMOTING EXCELLENCE IN FINE FOOD
# Great Taste and Greece

## 2018 Great Taste Entries

<table>
<thead>
<tr>
<th>Country</th>
<th>Total</th>
<th>1 star</th>
<th>2 star</th>
<th>3 star</th>
<th>Award %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greece</td>
<td>658</td>
<td>198</td>
<td>77</td>
<td>16</td>
<td>44%</td>
</tr>
<tr>
<td>France</td>
<td>168</td>
<td>51</td>
<td>18</td>
<td>7</td>
<td>45%</td>
</tr>
<tr>
<td>Spain</td>
<td>303</td>
<td>81</td>
<td>54</td>
<td>10</td>
<td>48%</td>
</tr>
<tr>
<td>Portugal</td>
<td>80</td>
<td>25</td>
<td>8</td>
<td>0</td>
<td>41%</td>
</tr>
<tr>
<td>Germany</td>
<td>178</td>
<td>47</td>
<td>11</td>
<td>2</td>
<td>34%</td>
</tr>
<tr>
<td>Italy</td>
<td>348</td>
<td>83</td>
<td>25</td>
<td>4</td>
<td>32%</td>
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<tr>
<td>Great Taste 2018</td>
<td>12634</td>
<td>3254</td>
<td>1207</td>
<td>192</td>
<td>37%</td>
</tr>
</tbody>
</table>
What else in 2019?

• Great Taste in Singapore
• World Cheese Awards in Bergamo? Japan?
• Investing in Greek Great Taste winners – our strategic partnership with National Bank of Greece