



P R E S S R E L E A S E

Great Taste 2015 announces new stars and Windswept Brewing Co is a winner

The world's most coveted blind-tasted food awards, Great Taste, has just released the Great Taste stars of 2015 and Windswept Brewing Co is amongst the producers celebrating as six of its bottled craft ales are now able to proudly carry the little gold and black Great Taste logo. Windswept's single hop IPAs Typhoon and Tornado both received 2-star awards, with its Blonde, APA, Wolf and The Wolf of Glen Moray all receiving 1-star awards.

Judged by over 400 of the most demanding palates belonging to food critics, chefs, cooks, restaurateurs, producers and a host of food writers and journalists, Great Taste is widely acknowledged as the most respected food accreditation scheme for artisan and speciality food producers. When a product wears a Great Taste label it carries a badge of honour but more importantly, the Great Taste logo is a signpost to a wonderful tasting product – hundreds of judges have worked tirelessly to discover the very best, through hours and hours of blind-tasting a total of 10,000 different foods and drinks.

Nigel Tiddy, Managing Director at Windswept Brewing Co said:

“We are thrilled to have received our Great Taste 2015 awards and particularly so as it endorses the quality and taste experience across our full range of craft ales. Having received a number of brewing industry accolades we chose this year to enter Great Taste to strive for a broader stamp of approval from a body recognised as the definitive guide for great tasting food and drink products.

We will be embracing every opportunity to display our awards and plan to showcase our winning products at a tasting event with Gordon & Macphail, South Street, Elgin amongst other things.”

Recognised as a stamp of excellence among consumers and retailers alike, Great Taste values taste above all else, with branding and packaging ignored. Whether it is cheese, ale, steak or chutney being judged, all products are removed from their wrapper, jar 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 10,000 Great Taste entries this year and of those products, 130 have been awarded a 3-star, 597 received a 2-star and 2,382 were awarded a 1-star accolade. The panel of judges included Masterchef judge and restaurant critic Charles Champion, TV presenter and cook, Aggie Mackenzie, Great British Bake Off winner, Frances Quinn, Masterchef the Professionals finalist, Adam Handling, food buyers from Harrods, Selfridges, Waitrose and Marks & Spencer, and chefs including James Golding, Chef Director of The Pig hotel group, who have together tasted and re-judged the 3-star winners to finally agree on the 2015 Top 50 Foods, the Golden Fork Trophy winners and the new 2015 Supreme Champion.

Finally on Monday 7 September, at a nail-biting Awards' Dinner at the Royal Garden Hotel, London, the great and the good from the world of fine food will gather to hear who has won the Golden Fork Awards and the final applause will be reserved for the Great Taste Supreme Champion 2015.

Date: Tuesday 25 August 2015

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Notes for the editors:

About Windswept Brewing Co

Windswept Brewing Co Ltd is a craft brewery located in Lossiemouth on the Moray Coast. Company directors Al Read and Nigel Tiddy fell in love with the area whilst serving at RAF Lossiemouth. The former pilots also shared a passion for beer and brewing and decided to take their craft on to a commercial platform establishing the company in Oct 2012 and began trading three months later. We now have a strong recognisable brand synonymous with high quality Scottish produce. The continuing development of our brand with the strapline “best when you’ve earned it” linking to outdoor leisure pursuits provides us with a unique position in the craft beer market.

We brew a broad spectrum of craft ales including traditional British beers, a German wheat beer, strong American style IPAs, and seasonal brews, most of which are available in cask and bottle throughout the year. We only use fresh natural ingredients including whole hops and wet yeast which we propagate ourselves. Our processes and careful handling ensure that our beers are naturally clear without the use of Isinglass finings making them suitable for vegans.

For more information visit www.windsweptbrewing.com

What is Great Taste?

Great Taste is the largest and most trusted accreditation scheme for specialty 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 100,000 products have been evaluated. This year 10,000 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 Great Taste stars.

Any food that a judging team believes is worthy of Great Taste stars is judged by at least two further teams. Only when there is a consensus will an award be given – that means at least 16 judges will have tasted every accredited product. For a Great Taste 3-star award, every single judge attending the session, which can be as many as 40 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.