

# Hinchliffe's wins a 2011 Great Taste Award

**Hinchliffe's Farm is celebrating after winning a prestigious 2011 Great Taste Award. The Netherton farm shop has been presented with a coveted one-star Gold Great Taste Award for its Traditional Thin Pork Sausage, which the judges described as "Very tender to cut, good aroma, nice texture and well seasoned with a pleasant aftertaste".**

Famed for its fresh meat and home-made savouries, this just the latest in a string of accolades for Hinchliffe's, which consistently wins awards for its pork pies and was recently voted one of the top ten places in the UK to enjoy steak.

General Manager Simon Hirst says "We are absolutely delighted with our gold star! Winning a Great Taste Award recognises the dedication that goes into making superb food and drink, so it's a great reward for our brilliant and hard-working butchers".

The Great Taste Awards, organised by the Guild of Fine Food, are now in their 18<sup>th</sup> year and going from strength to strength. 7,481 products were entered from 1,600 companies for the 2011 Great Taste Awards. It took 350 experts 34 days to blind-taste all the entries and decide which would achieve the coveted gold awards. The Great Taste Awards judging standards, devised by the Guild of Fine Food, are the most rigorous in the UK. All judges' comments are made available to producers, because if no gold is awarded, they need to know why.

Bob Farrand, Chairman for The Great Taste Awards, said: "Winning Gold in the country's largest and most respected independent food accreditation scheme is a massive pat on the back for any producer - independent proof that their products are of the highest quality. We provide constructive feedback from our expert judging teams and, for many, winning gold is exactly what's needed to help grow their businesses, even during a recession. Every winner should feel very proud that their hard work has been rewarded."

A full list of award-winning products is available at [www.greattasteawards.co.uk](http://www.greattasteawards.co.uk), and can be searched by region, award or product category.