

## Press Release

### Clearspring Japanese Premium Grade Organic Matcha Green Tea Powder is awarded 2 stars in 2017 Great Taste Awards



Great Taste, the world's most coveted food awards celebrating the very best in food and drink, has announced the Great Taste stars of 2017. Out of over 12,300 products judged, **Clearspring Japanese Organic Matcha Shot** was awarded a **2-star Great Taste award**, meaning judges dubbed it **outstanding**. The product was described by the judges as having a "silky mouth feel and a really pleasing green tea bitterness development." The judges not only admired its great taste but also its 'great colour' and 'baby fine powder', which made it a truly award-winning product.

**Clearspring Japanese Organic Premium Grade Matcha** is a finely ground powder made from the finest green tea leaves that have been shade-grown in a tea garden high in the hills of Uji in Kyoto, Japan by

a third generation family producer. Matcha's vivid green colour and smooth, rich flavour make it the most prized among Japanese teas. The convenient, sachet format of **Clearspring Japanese Organic Matcha Shots** also ensure they can be enjoyed on the go.

**Clearspring Japanese Premium Grade Organic Matcha** is available in three size formats:

- **Clearspring Japanese Organic Matcha Shot 8x1g Sachets**– RRP £6.25
- **Clearspring Japanese Organic Matcha Shot Single Serve Sachet 1g** - RRP £0.89
- **Clearspring Japanese Organic Matcha Green Tea Powder 40g** – RRP £10.99

Judged by over 500 of the most demanding palates – belonging to food critics, chefs, cooks, restaurateurs 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 delicious product, which has been discovered through hours and hours of blind tasting by hundreds of judges.

Recognised as a stamp of excellence among consumers and retailers alike, Great Taste values taste above all else, with no regard for branding or packaging. Whether the product being judged is gin, biscuits, sausages or coffee, 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 12,366 Great Taste entries this year and of those products, 165 have been awarded a 3-star, 1,011 received a 2-star and 3,171 were awarded a 1-star accolade. The panel of judges included: chef, food writer and author, Gill Meller; MasterChef judge and restaurant critic, Charles Champion; author and chef, Zoe Adjonyoh; baker, Tom Herbert and food writer and baking columnist Martha Collison. Food buyers from Fortnum & Mason, Selfridges, and Harvey Nichols also formed part of the panel. These esteemed palates have together tasted and re-judged the 3-star winners to finally agree on the 2017 Top 50 Foods, the Golden Fork Trophy winners and the 2017 Supreme Champion.

Great Taste 2017 will reach its exciting finale on Monday 4<sup>th</sup> September, when the world of fine food gathers at the Intercontinental Park Lane Hotel, London, to find out the Golden Fork winners for each

region at an Awards Dinner, with the final applause reserved for the Great Taste Supreme Champion 2017.

**- ENDS -**

**For more information on Clearspring Japanese Organic Matcha, please contact Alexandra Keates at CCD PR on [alexandra@ccdpr.com](mailto:alexandra@ccdpr.com) or call 020 7434 4100**

## **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 122,300 products have been assessed. This year 12,366 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.*

**★★★ EXQUISITE. WOW! TASTE THAT, ★★ OUTSTANDING, ★ SIMPLY DELICIOUS**

### **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. Food or drink that is deemed worthy of Great Taste stars is also tasted by a team of arbitrators, who taste, confer and agree on the final award 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.*

**Notes to editors:**

The Clearspring brand promises premium quality Japanese speciality and organic fine foods that are authentic, versatile and support good health. Made to traditional recipes by master artisan producers, they bring you full, authentic flavours from some of the most exciting food cultures in the world.

Each product has a distinct flavour and quality that comes from using the finest quality ingredients and respecting local food traditions. Clearspring always works directly with its producers, building long-term partnerships of ethical trade that support sustainable organic farming and benefit local communities.



\*Apart from Dairy Free, GM Free and Refined Sugar Free, these logos do not represent blanket certification of all products, please see individual packs for logos relevant to specific products.



Authentic Japanese Range



Organic Fine Foods Range



Free From Range

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