



BONIERI



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## **Gold Stars for Bonieri at Great Taste 2014**

Bonieri has been awarded gold stars at the world's largest blind-tasted food awards Great Taste 2014.

The triple layered Cremini praline and the 40% hazelnut Gianduja Spread stood out in their categories and were awarded stars. The Cremini and the spread will now carry the Great Taste logo as a sign of a great tasting product.

Bonieri launched in October 2013, and within six months was adorning the shelves of Harrods. Showcasing the finest gianduja products from Turin, Bonieri's traditional recipe specialities and stylish 'Bella' selection boxes combine exquisite taste with Italian passion and style. Its products have already caught the eye of newspapers, magazine and chocolate lovers around the country.

The Award however is not about packaging or clever branding – simply about a great taste.

Judges comments for the Cremini were:

***"(We) loved the creaminess of this praline chocolate. The hazelnut develops in the mouth and the layered look is most appealing... it's very easy to eat and melts away beautifully in the mouth."***

Comments for the spread included:

***"A great balance of chocolate and a fresh burst of nuts. A delicious, rich, satisfying dip with so many possibilities. A really good product."***

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The Great Taste Awards are judged by over 400 of the most demanding palates belonging to food critics, chefs, cooks, members of the Women's Institute, farmers and a host of food writers and journalists. Judges are presented with a sample of the product, with no wrappings, jars or marks. As such, Great Taste is widely acknowledged as the most respected food accreditation scheme for artisan and speciality food producers.

This year a massive 10,000 products entered into Great Taste and of those products, Bonieri, as a new company, is delighted to be one of the winners awarded a gold star for taste.

Judges for the awards included Masterchef judge and restaurant critic Charles Champion, BBC Food Programme presenter Sheila Dillon, Great British Bake Off winner Frances Quinn, MasterChef 2013 Natalie Coleman, and chefs including Michelin Star chef Russell Brown.

Ends

**For all press enquiries, samples or further information please contact:  
Amber Rust on 07976 937731 or email [pr@bonieri.com](mailto:pr@bonieri.com)**

### **Notes for editors:**

#### **About Bonieri**

*Bonieri is a boutique brand of luxury chocolates and other specialities from Turin in the Piedmont region of northern Italy.*

*With the 'Tonda Gentile delle Langhe' hazelnut at its heart, Bonieri range includes traditional gianduotti, cremini and other gianduja products: a rich velvet smooth hazelnut praline that melts as it touches the tongue. The gianduotti are all gluten and dairy free and are made using over 30% hazelnut.*

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*Manufactured and packaged with true Italian passion and style, Bonieri's gianduja is made using ancient recipes and only the highest quality ingredients including the Piedmont hazelnut and Madagascar Bourbon vanilla beans.*

*Bonieri's range also includes chocolate covered crumbly nougat, award winning luxury spreads and 55% chocolate shot glasses.*

**See us at Stand 471, Speciality & Fine Food Fair, Olympia,  
7-9<sup>th</sup> September 2014.**

More information about the whole range can be found online at [www.bonieri.com](http://www.bonieri.com)

## **What is Great Taste?**

*Great Taste is the largest and most trusted accreditation scheme for speciality 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 90,000 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 Great Taste 3-star, 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.*

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