



## PRESS RELEASE

### **The 2013 Great Taste results are now out and Essence of Morocco Ltd. is a winner**

**Essence of Morocco Ltd.**, award winning London based family business, is celebrating the news that its **Fennel and its Clementine Extra Virgin Gourmet Olive Oils™** from Marrakech have **wowed judges in Great Taste 2013 by being awarded the great taste awards** in the world's largest and most rigorous food awards scheme involving over 400 judges and thousands of hours of blind tasting.

Great Taste is simply about taste, not clever branding or smart packaging. Judges are presented with, for example, olive oil, or a little dish of chutney, with no wrappings, jars or marks – and they taste, confer and re-taste before making the decision on whether a product should be a winner. In total more than 12 judges will have tasted and commented on each product.

Souad Alaoui, **Essence of Morocco Ltd.** Managing Director comments:

'This is a tremendous achievement for us and for Moroccan Olive Oil. We have already had excellent feedback from our customers but this crowns it all. We decided to enter the awards for the first time this year to raise awareness of such great products which people don't usually associate with Morocco, despite the fact that Olive Oil and Olives are an essential part of Morocco's cuisine and culture for many centuries. Our Olive Oils are not infused; they are flavoured, meaning that we crush the clementines or the fennel with the olives at the same time, thus giving our oils a distinctive rich and unique taste.'



Some of the comments from the judges were:

### **Clementine Extra Virgin Gourmet Olive Oil™**

'A pleasant clementine aroma and a nice golden colour.'

'We like the citrus flavours. Great colour and appealing outdoor flavours'.

'This has a wonderful, warm clementine aroma. We are happy to give this a star'.

### **Fennel Extra Virgin Gourmet Olive Oil™**

'A bright golden olive oil with a very peppery aftertaste. The fennel taste is pronounced.'

'Attractive aroma with a hay-like flavour. The fennel is quite subtle, not medicinal.'

'The fennel comes through well and is nicely balanced.'

Date: [09.08.2013]

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[Twitter: @EssenceMorocco | Facebook: [www.facebook.com/EssenceOfMorocco](http://www.facebook.com/EssenceOfMorocco)

**Ends**

#### **Notes for editors:**

#### **Essence of Morocco Ltd.**

1. Essence of Morocco Ltd. is an award-winning UK-based family business. It is the leading specialist in authentic, gourmet natural Moroccan culinary products, inspired by its ancestral heritage and traditions. All ingredients are ethically sourced.
2. Essence of Morocco® Extra Virgin Gourmet Olive Oils™ are all single estate, unfiltered and extracted from the finest quality olives grown in an area between Marrakech and the foothills of the Atlas Mountains renowned for its exceptional microclimate. The olives are hand-picked and first cold pressed on the day to preserve their exceptional and rich nutritional values and to produce an oil of great quality and character with low levels of acidity.
3. Essence of Morocco Ltd. has a range of 5 flavoured Extra Virgin Gourmet Olive Oils™ which are not infused. Fresh Basil, Oregano, Fennel, Clementines and Lemons are added to the olives during the extraction process to preserve their nutritional qualities and essential oils. This gives our flavoured oils their distinctive unique aroma.
4. More information about Essence of Morocco Ltd. and its range of Single Estate Extra Virgin Gourmet Olive Oils™ and Argan Oil can be found at [www.esofmo.com/product-category/culinary/](http://www.esofmo.com/product-category/culinary/)



## **The Great Taste Awards**

### **1. 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 80,000 products have been evaluated. This year alone, almost 10,000 products were blind-tasted by panels of specialists: top chefs, cookery writers, food critics, restaurateurs and fine food retailers.

### **2. 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.

### **3. 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.

### **4. 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.