



NEWS RELEASE

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Taste of Kent Awards set to recognise the best of food and drink in Kent

With the public increasingly switched on to the benefits of buying more food and drink locally, Kent consumers are now being urged to nominate their favourite products and producers following the launch of the 2008 Taste of Kent Awards.

Now in its fourth year, the awards, which are run by the champions of food and drink in the county Produced in Kent, recognise and honour the best of the best within the county and have become a much sought-after annual hallmark of quality.

The public can nominate their favourite food and drink products and producers across 12 categories with the top three being shortlisted for judging ahead of an awards evening, where the winners are announced. Categories include Kent Restaurant of the Year, Best Kentish Cider or Perry and Kent Food Producer of the Year.

There is also a self-nominated 13th category of Kent Innovative Product of the year, which is being sponsored by SEEDA.

The public is being urged to get involved in the competition by voting for their favourite producer at www.tasteofkentawards.co.uk. Nomination forms will also be available at farmers' markets across the county.

Julie Monkman, Produced in Kent's Manager, said: "These awards are getting more and more popular. It is a sign of the public's increased demand and passion for local food and drink, that the awards are receiving more nominations every year and in turn a greater number of Kentish producers are keener than ever to get their hands on a winner's trophy.

"In Kent we have a unique and eclectic selection of food and drink and it is only right that we should shout about how fabulous it is. These awards recognise the excellence that is out there in the county and I would urge everyone to let us know who or what should be a winner."

To find out more about Produced in Kent visit www.producedinkent.co.uk.

ENDS

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Photo Caption: A group shot of last year's Taste of Kent Award Winners

Notes to editors

Produced in Kent

Produced in Kent is a not-for-profit organisation, which works with food, drink and craft producers within the county to promote fresh produce, local sourcing and a reduction in food miles. Its ethos also aims to reduce food packaging and protect the rural landscape of Kent. It is jointly funded by Kent County Council and Hadlow College.

	Categories
1	Kent Butcher/Meat Producer of the Year Butcher or farmer, selling or producing meat that has spent the majority of its life in Kent.
2	Best Kentish Cider and Perry Cider produced in Kent made predominantly from apples or pears grown in Kent.
3	Kent Restaurant of the Year Must actively use locally sourced products where and when available from within Kent and demonstrate this commitment in menus and marketing.
4	Kent Food Producer of the Year Primary Product must have spent the majority of its life in Kent and/or undergone a value added process over and above re-packing and re-marketing.
5	Kentish non-alcoholic Drink Producer Producer of a non-alcoholic drink demonstrating active local sourcing where and when products are available from within Kent.
6	Kent Pub of the Year Pub must demonstrate active local sourcing of food and/or drink where and when products are available from within Kent.
7	Kent Local Food Retailer of the Year Must demonstrate active local sourcing where and when products are available from within Kent.
8	Best Kentish Beer Beer produced in Kent predominantly using hops from Kent
9	Kent Food and Drink Product of the Year Made from primary product that has spent the majority of its life in Kent and/or undergone a value added process over and above re-packaging or re-marketing.
10	Kent Seafood Retailer of the Year Must demonstrate active local sourcing where and when products are available from within Kent

11	Kent Farmers' Market of the Year
12	Best Kentish Wine Wine made from grapes predominantly grown in Kent at a vineyard based in Kent
13	Kent Innovative Product of the Year Self nomination by members.