



PROVEN FINE FOOD

Butlers
PURVEYORS OF HAPPINESS

Butlers Crispy Praline wins Great Taste Award

Butlers Chocolates, who have been purveyors of happiness through chocolate for over 75 years are celebrating after winning a prestigious Great Taste Award. Butlers Chocolates has been presented with a much-desired one star Gold Great Taste Award for Butlers Crispy Praline; a hazelnut praline with crispy rice pieces, smothered in luxurious milk chocolate.

The Great Taste Awards, which is **organised by the Guild of Fine Food** and often referred to as the **Oscars of the food industry**, is this year celebrating its 15th anniversary. A Great Taste Award is the **authoritative, independent standard for fine food sector**. Bob Farrand of the Guild of Fine Food, said: *"These awards have been running for 15 years now and are **a recognised mark of excellence that consumers can trust and rely on.**"*

The Great Taste Awards judging standards, devised by the Guild of Fine Food, are the most rigorous in the UK. Every entry is **blind tasted by teams of experts**. By the time it earns gold, it will have been assessed by at least three different teams. This year's judges included **Alex James**, farmer, journalist and bass player with Blur, **Mark Hix**, the chef's chef, **Charles Campion** from Evening Standard & The Independent, **Tom Parker-Bowles** of UKTV Food's Market Kitchen and national food journalist **Fiona Sims**.

Food critic Charles Campion comments *"This competition has really come of age, and year by year the standard of entries gets higher and higher. To win a gold at the Great Taste Awards is a terrific achievement."*

Butlers Crispy Praline can be found in Butlers 200g and 400g Ballotins and Butlers 200g and 400g Velvet Ballotins, Butlers Chocolate Cafés and online at <http://www.butlerschocolates.com/chocolate-gifts/My-Favourite-Chocolate/6.htm>.