



10 May 2008

## **Romford sandwich bar awarded title 'Essex New Company of the Year 2008'**

Taste (UK) Ltd, an independent family run sandwich, salad and smoothie bar based in Romford, Essex, has been awarded the title of 'Essex New Company of the Year', at the annual Essex County Wide Business Awards.

Taste, which was opened in May 2006, fought off stiff competition from young businesses across a wide range of industry sectors around the county. These included hairdressers, accountancy firms, and training companies. It was awarded the accolade because of, what the judging panel considered to be, outstanding success in it's first two years of trading, and the wide and varied range of services it offers to it customers, including offering fresh handmade food, packed office delivery services and a rapidly expanding outside catering business.

After being awarded the accolade from the judges, following a gala dinner at the Cliff's Pavilion in Southend, Richard Willis Co-Owner said, "We are over the moon. We turned two on the 8<sup>th</sup> May, so what a wonderful birthday present! The first two years is hard for any business, and this is certainly true for a new company such as ours, competing with so many national food retail chains. This is further proof that our hard work, and attention to detail is paying off. It's wonderful to be recognised, and awarded, by a group of respected peers within the business community".

"The award will take pride of place in our Café, alongside our 2007 Havering Young Business of the Year Award. It will definitely help our ongoing marketing in the Essex area. It tells potential customers that we are a high-quality professional business, and that they can trust in us. This award is a massive bonus for us, and I have to say that our staff deserve a huge amount of the credit for all their commitment and hard work."

**ENDS.**

The logo for 'Taste' features the word 'Taste' in a bold, dark brown, sans-serif font. The text is centered within a solid, lime-green square background.

### **About Taste (UK) Ltd**

Taste was founded in the spring of 2006 by partners Jill Sutherland and Richard Willis, with the aim of serving food that is healthier than the fast food norm. We were tired of the pre-packaged, boring food choices available to us and wanted breakfast and lunch options that tasted great, were healthier and were also affordable. To achieve this we make our sandwiches and salads freshly by hand each day from naturally wholesome and delicious ingredients. Our soups are 100% natural, and our cakes really are homemade, we don't just say they are! We're not about fads, deprivation or starvation. What we are about is great tasting food that's good for you.

Our businesses' scope is three fold. First, Taste Café, provides local workers and shoppers with the option to either sit down or take away our food and drink. Second, Taste to Share, is our outside catering service which provides buffet food for office meetings, parties etc. Third, Taste to You, is our lunchtime delivery service, through which we deliver en-mass or individual lunch orders to businesses throughout Havering.

To learn more visit [www.tastesfresh.com](http://www.tastesfresh.com)

### **Press Contacts –**

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