



02 October 2007

## **Independent sandwich bar awarded title ‘Young Business of the Year 2007’**

Taste (UK) Ltd, an independent sandwich, salad and smoothie bar based in Romford, Essex, has been awarded the title ‘Young Business of the Year 2007’, and was a finalist for the ‘Overall Business of the Year’ title, at the annual London Borough of Havering Business Awards.

Taste, which was opened in May 2006, fought off stiff competition from young businesses across a wide range of industry sectors, including catering, recruitment and logistics. It was awarded the accolade because of, what the judging panel considered to be, outstanding success in launching and establishing a wide range of services, including a healthy eating Café offering fresh handmade food, packed office delivery services and a rapidly expanding outside catering business.

After receiving the award from the awards dinner compare comedienne Ruby Wax, co-owner Jill Sutherland said, “With so much competition on every high street it is getting harder and harder to make any new sandwich bar successful. I hope our win proves that it is still possible for an independent start up to enter a crowded market place, and with ingenuity, imagination and commitment to high standards, make a success of their business”.

“The award will take pride of place in our Café, and will certainly help our ongoing marketing in the Havering and Essex areas. 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 had 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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