

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

14 April 2010

Romford's Tipped to Win at the Sandwich 'Oscars'!

Local café shows big business how its done

Taste (UK) Ltd, the family run sandwich bar based on Romford's Western Road, has been busy fixing The Liberty Centre and Romford firmly on the culinary map, after the café made it to the finals to win not one, but two, Sammies (national industry awards).

Taste, which is already holder of the title Best Sandwich Bar in Britain 2009, has again been short-listed for the 2010 title, something Romford foodies will applaud. And, in addition the café will compete for the title of Best Sandwich Marketer, going head to head with huge national firms such as Marks and Spencer and ASDA for its continued dedication to creating new and exciting sandwich ideas and recipes.

Owner Richard Willis said – "Romford's been getting better and better over the past few years, with the new market and improved shops, we're so glad to be able to contribute to this change and provide delicious food to everyone visiting the town centre. We thank all of our customers for their support, and know they'll have their fingers and toes crossed for us in the finals!"

The 'Oscars' style finals of both awards are held on 13th May at The Grange St Paul's Hotel in central London.

For more info on the Sammies visit www.sandwich.org.uk

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Taste

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

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