

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

14 May 2010

Romford's got Tasty Business

Local café is national success!

Taste (UK) Ltd, the family run sandwich bar based on Romford's Western Road, last night took gold, and brought kudos to Romford, as it won in the finals of the Sammies (national industry awards).

Taste, which is already holder of the title Best Sandwich Bar in Britain 2009, has this year been awarded for its dedication to creating exciting sandwich ideas, and its innovative sales and marketing to its loyal customer base in the Romford area.

What's more, in winning the award the family run café beat huge national chains such as Marks and Spencer and ASDA, who were also short-listed!

Owner Richard Willis said – "Since opening in 2006 we've been working incredibly hard to ensure that our sandwich ideas are always exciting and new, and that we offer our customers value for money. By winning at the Sammies once again this year we are proving that Taste's sandwiches are still just as fresh, exciting and high quality as they has always have been, and always will be!"

The 'Oscars' style finals took place on 13th May at The Grange St Paul's Hotel in central London.

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

ENDS.

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 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

Press Contacts –

Jill Sutherland
jill.Sutherland@tastesfresh.com
07855 409 970