

The logo for 'Taste' is displayed in a bold, dark brown font against a solid lime green rectangular background.

25 May 2009

It's official – Romford's got the best sandwich bar in the UK!

Local café scoops national award!

Romford's fresh and healthy café 'Taste' has been crowned the 'Best Sandwich bar in the UK' at the Sammies 2009 (the national sandwich association industry awards).

The family run sandwich, salad and smoothie bar, based on Western Road, beat off stiff competition from thousands of independent cafes all over the country, in order to scoop the gold prize, and put The Liberty Centre and Romford firmly on the culinary map!

The judges, catering industry professionals from all over the UK, were hugely impressed by Taste's high quality, healthy food at affordable prices, imaginative and varied sandwich choices, and outstanding customer care.

Owners, husband and wife team Jill and Richard Willis, who quit their London office jobs three years ago to open Taste, were presented with their award at a gala dinner event at The Royal Lancaster Hotel in central London on Thursday 21st May.

"There are thousands and thousands of great café's all around the country, so being crowned the very best in the UK is fantastic. Saying we're over the moon is an understatement! It does not get any better than this!" said Richard.

"This is not only an amazing win for Taste, but also for Romford! It's incredible for the town centre to be able to boast it has the best sandwich bar in the UK... We feel very proud to be able to contribute to the success of our local area, and help shine a spotlight on Romford!" said Jill.

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.

ENDS.

About the awards

The 'Sammies' were launched 14 years ago by the British Sandwich Association to acknowledge some of those who have helped develop and shape this huge industry, which is now worth some £5.4 billion a year and which employs well over 300,000 people in the UK.

As well as awards for some of the big names in retailing, including The Co-operative, Boots and Budgens, this year's winners also included single shop enterprises like Taste UK Ltd as well as specialist ingredient suppliers, such as Humber VHB/Westland Nursery.

The awards are judged by an independent panel of judges from the industry, none of whom were involved in the entries.

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

Press Contacts –

Jill Willis
jill.willis@tastesfresh.com
07855 409 970