



PRESS RELEASE

For immediate release – March 2016

Great British Chefs & Peter's Yard announce the launch of the Great British Cheese Awards

The new Great British Cheese Awards have been launched with the specific aim to recognise, promote and reward excellence in the artisan cheese industry and are organised by Great British Chefs (the UK's fastest growing food website) and Peter's Yard, whose crispbread was recently named as "the best biscuit for cheese out there". The awards will celebrate the best of British cheese produced and distributed by independent cheese makers and retailers and will stand apart from other events as the general public will have a large influence on recognising and rewarding outstanding British cheese.

The Great British Cheese Awards will cover 10 categories from best speciality cheese retailer, best independent cheese producer, best hard cheese, right through to best fresh cheese. The awards will not just rely on tastings alone; they will bring together hundreds of thousands of online food lovers with industry experts, food writers and celebrity cheese fans to give the artisan cheese industry unparalleled prominence. Ultimately, the people who eat cheese and buy cheese will be the ones who decide who deserves to win a prestigious award.

Co-founder of Peter's Yard, Wendy Wilson-Bett said "At Peter's Yard, our award-winning traditional sourdough crispbread complement a wide variety of cheese so we want to further strengthen our association with passionate producers, retailers and 'great cheese'. We are so pleased to be lead sponsor for The Great British Cheese Awards as they will provide the perfect vehicle for individual producers and retailers who make or sell cheese to gain recognition from the public and industry experts. Our overall objective is to help raise the profile of these producers and retailers



and in turn encourage the general public to seek out and buy exceptional British cheese. Given the high level of consumer involvement in the nomination and judging process we would like to encourage artisan producers and dedicated, specialist retailers to enter the awards."

Peter's Yard will be exhibiting at the Farm Shop & Deli Show 2016 and will have information on the awards and entry details available from their stand (E184).



Ollie Lloyd, CEO and founder of Great British Chefs said "Both Great British Chefs and Peter's Yard rely on fantastic tasting ingredients and the people who produce them. By launching The Great British Cheese Awards, we hope to produce a catalogue of great artisan cheese and discover up-and-coming cheesemakers. We are giving consumers the opportunity to shape the future of British cheese and encourage them to expand their horizons and taste-buds when cheese buying. Together Great British Chefs and Peter's Yard have a social media reach of over 1.3 million and we want to utilise this platform to help promote British cheese talent."

The awards are free to enter. Artisan cheese producers and retailers can enter directly and will have until midnight 30th May 2016 to complete their entries. During this time the general public will also be encouraged to nominate their favourites. The voting process will commence in June before a final Awards Ceremony held in London at the end of October. Information and entry forms are available from www.greatbritishcheeseawards.com. Throughout the nomination and voting process, entries that catch the organiser's eye will be featured on the Great British Cheese Awards' website and benefit from promotion across Great British Chefs and Peter's Yard extensive social media community.

ENDS

For further press information, photography and samples please contact:

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Notes for Editors:

About Peter's Yard www.petersyard.com

Peter's Yard is an award-winning artisan bakery that makes authentic Swedish crispbread. Made using a traditional Swedish recipe with just five all-natural ingredients, the authentic crispbreads are high in fibre, free from anything artificial and use wholewheat flours, fresh milk, honey and naturally fermenting sourdough just as they would have been centuries ago in Sweden. Peter's Yard offer a variety of crispbread and pack sizes so there is a crispbread to suit every eating occasion. The combination of their light, crisp texture and simple, high quality ingredients make them the perfect partner for any topping but in particular when served with cheese.

Peter's Yard has set out on a mission to become **the** Swedish bakery company and is stocked in over 1000 independent delicatessens, cheese shops, specialist shops and farm shops and also in larger Waitrose stores and on line. The crispbreads are also served in some of the best restaurants in the UK. Peter's Yard's original crispbread attained 3 Gold Stars at the Great Taste Awards 2015. The crispbread was also listed as a Great Taste Top 50 Food and named by judges as "the best biscuit for cheese out there". At the beginning of 2016, UK speciality retailers named Peter's Yard as their Best Biscuit Brand for 2015-16 (in a survey compiled by the Guild of Fine Food Retailers).



GREAT
BRITISH
CHEFS



About Great British Chefs www.greatbritishchefs.com

As the fastest growing food website in the UK [Source: Experian/Hitwise], Great British Chefs attracts over 1,100,000 visits each month and also has a highly engaged social media following of 1.3m across Facebook, Twitter, Google+, Pinterest and Instagram.

Great British Chefs is the go-to destination for food lovers in search of recipe inspiration, technical expertise, in-depth food stories, food trends plus the latest chef and restaurant news and reviews. The site provides food lovers with over 2,000 recipes, videos and cooking tips from more than 100 of Britain's best chefs. Great British Chefs work with award-winning chefs who are cooking in their restaurants every day, cooking spectacular food at the highest level. With stunning photography and engaging writers, the site is designed to make food lovers permanently hungry.

The Great British Cheese Awards www.greatbritishcheeseawards.com

Award categories include:

- Best speciality cheese retailer
- Best artisan cheese producer
- Best firm cheese
- Best soft cheese
- Best semi-soft cheese
- Best fresh cheese
- Best blue cheese
- People's Choice

The Great British Cheese Awards website will be live from Monday 4th April 2016.

OPPORTUNITIES:

- Please get in touch if you would like to receive a sample of Peter's Yard crispbreads
- A photographic library is available