

Press Release:

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Euromel, Lda takes home Great Taste 2023 award for its Heather and Wild Lavender Honey Serramel

Judged by the experts, Heather and Wild Lavender Honey is awarded a Great Taste 2 Star in world's most coveted food and drink awards.

Penamacor (Portugal) based Natural Bee Products Euromel has been named among the top food and drink producers globally this year, picking up a highly prized 2-star Great Taste award for its Heather and Wild Lavender Honey Serramel.

14,195 products were put through the competition's rigorous blind judging process; and Serramel was dubbed a "A highly aromatic and characterful honey, delivering a really pleasing meld of the two flavour notes, minerality appearing to 'firm up' the initial heady aroma of the lavender. There is some complexity here, gentle waves of nuanced flavour, leading to a long and uncloying finish. Rather delicious."

At the world's most coveted food and drink awards. 4,088 products were awarded a Great Taste 1-star – 'food and drink that delivers fantastic flavour', 1,568 were awarded a Great Taste 2-star – 'above and beyond delicious', and 248 were awarded a Great Taste 3-star – 'extraordinarily tasty food and drink'.

Described as an aromatic amber coloured, with a slight taste to heather. Produced in the mountains of the Center and North of Portugal, was a big hit with the Great Taste judges. A pure honey, produced in the natural mountains of Portugal where nature is still intact.

The Heather and Wild Lavender Honey was one of 5,904 products to receive a Great Taste award in 2023 (which is only 41.6% of the total products entered).

Frederico Horgan from Euromel comments: “We are thrilled to have won a Great Taste Award for our Heather and Wild Lavender Honey Serramel. We have dreamt of this moment and are so proud to be adding the prestigious black and gold Great Taste badge of honour to our Heather and Wild Lavender Honey. We started with only two hives back to 1974, now with 1200 hives, and to be where we are today is truly a dream come true.”

“Being recognised with a Great Taste 2-star means so much to independent producers such as myself, as it makes all the hard work and determination worth it! Great Taste is the most recognised accolade for taste and quality in the food and drink industry, so it’s a huge moment for us!” **Rita Horgan concludes.**

What is Great Taste?

Recognised as a stamp of excellence and actively sought out by food lovers and retailers alike, Great Taste, organised by the Guild of Fine Food, values taste above all else. All products in the line-up for judging are blind tasted: every product is removed from its packaging so it cannot be identified, before entering a robust, layered judging process.

This year, judging took place over 89 days in Dorset and London, with a panel of more than 500 judges putting the products to the test. The line-up saw food and drink products submitted from an extraordinary 109 different countries across the world.

The Heather and Wild Lavender Honey Serramel is available in 300g, 500g and 1100g jars.

For more information about Euromel, Lda visit www.serramel.com.

The full list of this year’s winners and where to buy them can be found at www.greatasteawards.co.uk and a wide range of the award-winning products are available to buy in delis, farm shops and independent retailers across the country.

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For more information, imagery or interview opportunities, contact Rita Horgan on euromel.rita@serramel.com

Check us out on socials Facebook or Instagram – #Serramel

Editor’s notes:

Established in 1994, Great Taste is organised by the Guild of Fine Food and is the world’s largest, longest standing and most respected food accreditation scheme for artisan and speciality food producers.

Every Great Taste award has a validity of three years, i.e. a Great Taste 2023 award will be valid, and may be displayed on a product, until the results are released for Great Taste 2026. All awards must always be displayed against the exact product for which they have been won.

As well as Great Taste, the Guild of Fine Food is known for publishing the industry-leading magazine, Fine Food Digest, and the global phenomenon, that is the World Cheese Awards. Plus, further events including award ceremonies and Great Taste markets, trade shows, training sessions and member initiatives throughout the year. Visit – gff.co.uk