

Press Release:

Date: 11th of August 2023



Euromel, Lda takes home Great Taste 2023 award for its Orange Jam Beirabaga

Judged by the experts, Orange Jam Beirabaga is awarded a Great Taste 1 Star in world's most coveted food and drink awards.

Penamacor (Portugal) based Beirabaga Fruit Jams Products from Euromel has been named among the top food and drink producers globally this year, picking up a highly prized 1-star Great Taste award for its Orange Jam Beirabaga.

14,195 products were put through the competition's rigorous blind judging process; and Beirabaga was dubbed a "This has the "old school" marmalade aromas, with an unusual texture and one that will appeal to those who dislike the "bits". This is a very clever marmalade, there is exactly the right amount of bitterness from the mix and the depth of sweet fruit is perfectly balanced."

"This is an unusual texture for marmalade - thick and grainy. Good aroma of orange, not too sweet and with a hint of bitterness on the finish, which is long and bright and zesty."

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 "a pleasant aroma of fresh oranges. Sweet orange flavour, with a small bitter aftertaste. Creamy and slightly grainy consistency, thanks to the small pieces of orange glaze. Prepared according to an old recipe. Traditional methods of manufacture, coupled with scrupulous hygiene, are applied.

No added colours or preservatives. The oranges are grown in Algarve, in the south of Portugal, where sunny conditions provide their excellent flavour.”

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 Orange Jam Beirabaga. We are so proud to be adding the prestigious black and gold Great Taste badge of honour to this product”.

“Being recognised with a Great Taste 1-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 great 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 Orange Jam Beirabaga is available in 270g jars.

For more information about Euromel, Lda visit www.beirabagadocestradicionais.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 – #Beirabagadocestradicionais

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