



Pertwood Organics Sweeps the Board at Industry Food Awards

Pertwood Organics definitely has the recipe for success, with six of its seven cereal varieties becoming champions at recent industry awards!

Pertwood's organic cereals have undergone rigorous taste testing by a number of independent judges, and they have passed with flying colours, all of them gold and silver! The most notable of the achievements was **Pertwood's Organic Porridge Oats being judged overall winner of the Cereals category in the Soil Association Organic Food Awards**. Judges comments included, "*Goldilocks perfect! Good textured porridge;*" "*Creamy – this is how porridge should be.*"

All of the three different awarding bodies – **Great Taste Awards**, **Soil Association Organic Food Awards** and **Taste of the West Awards** –took a different approach to judging the cereals, some employing blind tasting techniques and others considering provenance and 'market appeal', including product packaging and design, to help in the decision-making process.

The winning results are:

- **Gold 2 Star: Great Taste Awards 2009 - Organic Muesli Fruits & Seeds**
- **Gold 1 Star: Great Taste Awards 2009 - Organic Porridge Oats**
- **Winner: Soil Association Organic Food Awards 2009 - Organic Porridge Oats**
- **Highly Commended: Soil Association Organic Food Awards 2009 - Organic Barley Flakes**
- **Commended: Soil Association Organic Food Awards 2009 - Organic Muesli Fruit & Seeds, Organic Muesli Banana & Walnut**
- **Silver: Taste of the West Awards 2009 - Organic Muesli Delicious Fruits, Organic Muesli Banana & Walnut and Organic Maple Flakes**

Tamara Webster, Director of Pertwood Organics Sales & Marketing, says, "*We are really delighted with our recent award successes. Like many other industries, the two in which we are involved - farming & food - are going through demanding times. Organic food especially, is finding it increasingly challenging to retain its market share. We are working hard at reminding people of the importance of sustainable, organic agriculture; current non-organic farming methods, which are so reliant on rapidly depleting energy sources, are contributing to the issue of climate change and are unsustainable to secure the future of British food security.*"

Winning notable awards such as these is the authoritative recognition we strive for with our products. It is very important for us that we win accredited industry awards; it's the one thing the big brands can't buy, and that's independent verification for a product's taste and quality. We are proud to display the logos on our cereal boxes, as it proves to consumers that our products are winners where it counts – on taste, quality and ethics."

Pertwood's award-winning credentials

All of the Pertwood products contain **no added salt** and are **organic, wheat-free, high in fibre, low in fat** and made from **100% British-grown grains**. Winning these awards is proof that delicious and healthy can be a winning combination.

Pertwood is a farm-based company committed to environmental conservation, through organic practices. On the 1,850 acre farm in Wiltshire, more than a quarter of the farm's land is permanent pasture, with over 100 acres preserved as woodlands and hedgerows. In the last decade alone, more than 20,000 trees and shrubs have been planted on the land. As a result, this farm is home to a wide variety of flora and fauna and boasts one of the largest flocks in the UK of the rare Corn Bunting.

Background to Pertwood's awards wins

The Great Taste Awards 2009



The Great Taste Awards, which is **organised by the Guild of Fine Food**, is now in its 16th year. These awards are considered as the Michelin Stars of the food and drink world. They offer an authoritative, independent standard for fine food, with all entrants being judged by hundreds of independent experts on taste alone. With winning products proudly displaying the gold and black logo on all product packaging, more and more consumers are taking note and recognising the icon as the benchmark for independently proven fine food.

Soil Association Organic Food Awards 2009



Using blind taste testing, these awards have focused on taste and quality for the past 21 years. Pertwood Organic Porridge Oats was chosen as the overall winner of the Cereal category, beating 35 other contenders. The delicious jumbo oats impressed the judges whose comments included, *"Goldilocks perfect! Good textured porridge;"* *"Creamy – this is how porridge should be;"* *"Great oats, excellent nutty flavour."*

Our Barley Flakes, which are specially grown at Pertwood were Highly Commended.

Taste of the West Awards 2009



As Pertwood Organic Farm is located in Wiltshire, it is eligible to compete in the Taste of the West Awards which acknowledges and rewards products produced in the West Country. Every product is judged on its own merit for excellence in quality. Two varieties of Pertwood muesli (Organic Muesli Delicious Fruits and Organic Muesli Banana & Walnut) and its Organic Maple Flakes were awarded Silver in their product class.

Stockists

Pertwood products are available from specialist food stores and supermarkets nationwide, including Waitrose and Sainsbury's. Visit www.pertwood.co.uk for a list of stockists.

~ Ends ~

Notes to editor:

The full range of Pertwood products includes:

Organic Porridge Oats (SSP £1.95, 650 g)

Organic Muesli Fruit & Seeds (SSP £2.99, 650 g)

Organic Muesli Delicious Fruits (SSP £3.29, 650 g)

Organic Muesli Banana & Walnut (SSP £3.29 425 g)

Organic Granola Sultanas & Nuts (SSP £3.29, 500 g)*

Organic Maple Flakes (SSP £3.29, 300 g)*

Organic Barley Flakes SSP £2.99, 300 g)

*(The only products in the range to include added sugar)

For further information and images, please contact:

Tamara Webster, Director of Sales and Marketing

E: tamara.webster@pertwood.co.uk

07831 520988 / 01985 217770