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Orzo♥Coffee achieves Gold at the 2013 Great Taste Awards

At Orzo♥Coffee headquarters in Southampton, we are celebrating the news that our ground roasted organic Italian barley coffee has wowed judges at the Great Taste 2013, and has been awarded a gold star in the world's largest and most rigorous food awards scheme involving over 400 judges and thousands of hours of blind tasting.

Great Taste is simply about taste, not clever branding or smart packaging. Judges are presented with the products, with no wrappings, jars or logos– and they taste, confer and re-taste before making the decision on whether a product should be awarded the Great Taste badge. In total more than 12 judges taste and comment on each product.

“Entering the award was quite a challenge for us, as OrzoCoffee has a very unique taste and we did not wish to compete neither with coffee nor with tea. So we entered a quite anonymous category "Any other hot drink inc. chocolate" which was definitely a very tough one” said Roberta founder of Orzo♥Coffee. “We are so pleased that the wholesome and natural taste of our organic barley coffee has gained one star for its flavour and taste. As far as we know – we are the only coffee alternative to have been awarded a GOLD star by the Great Taste Award, which makes us very proud indeed”.

This is what the judges have commented on our OrzoCoffee:

“Very pleasant robust and dark, coffee-like appearance. Very well rounded barley flavour, not too bitter with a nice finish - good with milk. Great for people who like a coffee-style drink with no caffeine”

Ends -

For further information please contact media@orzocoffee.co.uk

The Great Taste Awards Press Enquiries: Joanne Myram: joanne@positivepr.co.uk

Notes to editor:

- Orzo♥Coffee is the first (and only) UK company to bring to the UK market the rich and smooth taste of original Italian *cafféd'orzo* (barley coffee)
- The Orzo♥Coffee range includes: Orzo♥CoffeeOriginale (organic ground roasted barley), Orzo♥Coffee Pronto (organic instant soluble barley) and Orzo♥Coffee Espresso (organic ground roasted barley in espresso pods).
- Where to buy: Orzo♥Coffee is being sold in an ever-growing selection of retailers. For an updated retailer list please visit: <http://www.orzocoffee.co.uk/buy-orzoheartscoffee.html>
- **Great Taste** is the largest and most trusted accreditation scheme for speciality and fine food & drink. Established in 1994, it encourages and mentors artisan food producers, offering a unique benchmarking and product evaluation service leading to an independent accreditation that enables small food and drink businesses to compete against supermarket premium own label brands. Since 1994 over 80,000 products have been evaluated. This year alone, almost 10,000 products were blind-tasted by panels of specialists: top chefs, cookery writers, food critics, restaurateurs and fine food retailers.
- **The Great Taste symbol** is their guarantee a product has been through a rigorous and independent judging process. It's not about smart packaging or clever marketing – it's all about taste.



Orzo♥Coffee

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