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PRESS RELEASE

Popcorn Kitchen's, Sweet Chilli Popcorn, Wins A Gold Star At The Great Taste Awards 2014

Sweet Chilli Popcorn, one of Popcorn Kitchen's bestselling varieties of hand popped popcorn has been awarded a gold star at this year's Great Taste Awards.

The Great Taste Awards, organised by the Guild of Fine Food, is the acknowledged benchmark for speciality food and drink. It has been described as the 'Oscars' of the food world and the 'epicurean equivalent of the Booker prize'.

Clare Sykes, the founder of Popcorn Kitchen said, "*we are thrilled to have been awarded a gold star at the Great Taste Awards for our Sweet Chilli popcorn.*" The judges loved the "*light distribution of unusual flavours*" and thought it was a "*very moreish*" popcorn.

Clare continued "We believe that popcorn should be a real pleasure to eat, not just something to keep your mouth busy whilst you're watching a film. For this reason we take great care to ensure all our popcorn tastes amazing and is so good you will want to eat it again and again. Winning a gold star at the Great Taste awards recognises the care we take to make sure every batch of popcorn is the best popcorn you will ever taste.

Popcorn Kitchen is a leading UK premium brand of gourmet artisan Popcorn. Popcorn Kitchen was found by husband and wife team Clare and PJ Sykes with a mission of creating 'the best popcorn you'll ever taste' using traditional handmade methods. Popcorn Kitchen's popcorn is made using only ingredients you could find in your kitchen cupboard. They don't use crisp seasonings or artificial flavourings. All of their popcorn is wheat, gluten, dairy, nut, soya and GMO free as well as being approved by the Vegetarian Society.



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Popcorn Kitchen's brand of popcorn is available from Selfridges, independent food stores, delicatessens and coffee shops and online from www.popcornkitchen.co.uk. You can also find them popping at foodie events around the country and regular Farmers' Markets in Surrey.

Notes for editors:

Who are Popcorn Kitchen

Popcorn Kitchen was started by street-food lovers PJ & Clare Sykes.

Clare has years of experience in the food sector having started her career at Unilever before running a chain of salad bars in London for several years. Following the birth of their son, George, in 2009, Clare chose not to return to a full-time job involving a commute into the City every day and set up a mobile catering business that toured the festival scene during the summer months. PJ's background couldn't be more different having been involved in IT and then property for many years.

What they share is a love of fantastic food and travel. After discovering 'kettle corn' and becoming addicted to the utterly moreish 'Sweet & Salt variety ("that forever solved our dilemma –PJ always wanted salt popcorn and Clare, sweet!") we decided to set-up a mobile popcorn business. PJ spent hours researching kettles and popping methods and eventually in April 2012 we were ready for our first Farmers' Market in Ripley.

Now Popcorn Kitchen is firmly established as one of the leading premium Artisan Popcorn brands in the UK and is available from retail outlets and specialist food and delicatessen stores.

Popcorn Kitchens popcorn is available in four unique flavours; Sea Salt & Olive Oil Popcorn; Simply Sweet Popcorn; Sweet Chilli Popcorn and Sweet & Salt Popcorn.

Consumers can also purchase Popcorn Kitchen's Popcorn online from www.popcornkitchen.co.uk

What is Great Taste?

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.

What are Great Taste judges looking for?

They're looking for great texture and appearance. They judge the quality of ingredients and how well the maker has put the food or drink together. But above all, they are looking for truly great taste.

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How do they work?

Working in small teams, experts taste 25 foods in each sitting, discussing each product as a coordinating food writer transcribes their comments directly onto the Great Taste website which producers access after judging is completed. Over the years, numerous food businesses, start-ups and well established producers have been advised how to modify their foods and have subsequently gone on to achieve Great Taste stars.

Any food that a judging team believes is worthy of Great Taste stars is judged by at least two further teams. Only when there is a consensus will an award be given – that means at least 16 judges will have tasted every accredited product. For Great Taste 3-star, every single judge attending the session, which can be as many as 40 experts must unanimously agree the food delivers that indescribable ‘wow’ factor.

What should consumers look for?

The logo. 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.

Contact Details:

For more information about Popcorn Kitchen and its award winning popcorn contact:

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