



PRESS RELEASE

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YORKSHIRE'S FINEST FOOD AND DRINK CELEBRATED AT DELICIOUSLYORKSHIRE AWARDS

The cream of the region's food and drink industry turned out to celebrate outstanding local produce and producers at the annual Deliciouslyorkshire Awards dinner held at Ridding Park, Harrogate on 3 November – a glittering showcase of the very best food and drink that Yorkshire and Humber has to offer.

2008's awards have seen a focus on showcasing the fantastic taste of products from the region and in a first this year, the winners from each individual category were entered for the prestigious title Deliciouslyorkshire Supreme Product which was won by Andrew Jones Pies for its pork and apple Figit Pie. The Deliciouslyorkshire Champion Award was awarded to Judy Bell of Shepherds Purse Cheeses commended by the judges for her promotion and development of the food and drink industry in the region. This year there are a magnificent 18 awards for regional produce, as well as Best Use of Produce on a Menu and Farmshop Retailer of the Year.

And competition was fierce. The prestigious awards, which were established by The Regional Food Group for Yorkshire and Humber three years ago to showcase outstanding produce and celebrate the achievements of producers and suppliers of the very best food and drink in the region, attracted a record number of entries this year, with a panel of expert, independent judges whittling down a record-breaking 172 entries to a shortlist of just 51 producer members across 18 categories. Judging this year involved labelling, transporting and preparing 360 regional products, an independent judging panel of 29 experts, 102 man (and woman) hours spent judging, 2 chefs for 21 hours to prepare the samples and tasting 60 sausages, 7 beers and 18 cakes

Regional Food Group chief executive Jonathan Knight said increased recognition of the awards is commensurate with growing awareness about the DeliciouslyYorkshire brand.

“The keen interest in this year’s awards reflects not only huge ongoing interest in the outstanding food and drink produced in Yorkshire and the Humber, but also the innovative and skilled producers we enjoy in the region,” he said. “We really are top class.”

BBC Radio 2 resident ‘gastro-gnome’ Nigel Barden was on the panel of independent judges and also co-hosted the awards, A Yorkshire-based wine merchant before starting work in radio, Nigel said: “It was a delight to spend time judging some of Yorkshire’s finest produce and the diversity of ingredients was quite remarkable. I was completely unaware that some of the more exotic ingredients, particularly among the range of vegetables, are now being grown in commercially viable quantities in God’s own county.

“I tasted fine examples of traditional baking and brewing, alongside products which reflect the ethnically diverse make up of the region. There can never have been such a variety of quality fare on offer to Yorkshire folk and those lucky enough to enjoy the fruits of its culinary loins outside its borders”.

Deliciouslyorkshire is the Regional Food Group’s campaigning brand which aims to increase awareness of the fantastic range of food and drink from Yorkshire and Humber. The brand can only be used by companies producing food and drink within the region and enables consumers to source produce of local provenance at-a-glance. Recent research has shown that awareness of the Deliciouslyorkshire brand rose by a massive 81% within the county and 31% nationally over figures for 2006.

Deliciouslyorkshire Supreme Product 2008-2009 – Andrew Jones Pies

When Andrew Jones decided to experiment with a new pork pie at his Huddersfield butcher’s shop, he had no idea how big an impact the product would make.

Four years on, the lattice-topped ‘figit pie’, crammed with delicious pork, apple and stuffing is being produced at a rate of thousands a week and has been snapped up by Asda and Morrisons supermarkets across Yorkshire.

The fantastic figit not only won the award for best Prepared Food – Savoury and Sweet -at the Deliciouslyorkshire Awards, it also scooped the title Deliciouslyorkshire Supreme Product 2008-2009.

Deliciouslyorkshire Champion 2008-2009 - Judy Bell, Shepherd's Purse Cheese

Shepherds Purse Cheeses began life in 1987 on the kitchen table of Judy Bell's farmhouse in Thirsk when the former pharmaceutical technician had the idea of developing cheeses made from sheep's milk for people with an intolerance to normal dairy products.

Two years later, the cheeses were officially launched at the Great Yorkshire Show under the Yorkshire Pantry banner – the forerunner to the RFG – and the company was awarded first prize at the Nantwich International Cheese Show, the first of many accolades to come.

In 1994, Shepherds Purse diversified to produce a blue cheese made from cow's milk, becoming the first company to reintroduce blue cheesemaking to Yorkshire since its disappearance from the county in the 1960s.

The multi award-winning Yorkshire Blue – winner of best Dairy product at the Deliciouslyorkshire Awards – now accounts for 75 per cent of the company's total production and is available at all major multiples as well as quality independent wholesalers, delis and gastro hotels.

Judy described winning the highly coveted title Deliciouslyorkshire Champion as the "highlight" of the company's 21 year history.

"It always means a great deal to win anything in the Yorkshire and Humber awards because I know we are being judged by Yorkshire folk who are honest, down-to-earth and equally as competitive as we are.

"We were ahead of the game in 1987 and I felt a bit alone at the start. But then I joined Yorkshire Pantry and found networking so helpful. Support from the Regional Food Group has been tremendous. The RFG needs more recognition for the wealth of knowledge and services it provides for start up businesses, particularly those in rural areas where it is easy to feel isolated.

"We're overjoyed to win this award. And when judges tell you they loved the product so much that they took the leftovers home after judging, you know you must be doing something right!"

The Deliciouslyyorkshire winners 2008-9

Deliciouslyyorkshire Supreme Product

Sponsor: Proudfoots

Winner: Figit Pie from Andrew Jones Pies

(Add: 14 Old Leeds Road, Huddersfield, West Yorkshire; Email: enquiries@jones-butchers.co.uk; Tel: 01484 548 137)

Deliciouslyyorkshire Champion 2008-09

Sponsor: Rollits

Judy Bell, Shepherds Purse Cheeses, Thirsk

(Add: Leachfield Grange, Newsham, Thirsk, North Yorkshire; Email: john@shepherdspurse.co.uk; Tel: 01845 587 220)

Prepared meat

Sponsor: Ledgard Jepson

Winner: Heavenly Honey Swaledale Sausage – Yorkshire Dales Meat Company

(Add: Mill Close Farm, Patrick Brompton, Bedale, North Yorkshire; Email: info@yorkshiredalesmeat.com; Tel: 01748 810 042)

Fresh meat, game and poultry

Sponsor: The OPM Group

Winner: Rack of Venison – Holme Farmed Venison

(Add: 9 First Avenue, Aviation Road, Sherburn in Elmet, North Yorkshire; Email: nigel@hfv.co.uk; Tel: 01977 686 440)

Confectionery - including sweets and chocolates

Sponsor: PKF

Winner: Sloe Gin Truffle – Sloe Motion

(Add: Green Farm, Barton Le Willows, York, North Yorkshire; Email: jonathan@sloemotion.com, Tel: 0844 800 1911)

Fish and seafood - smoked, cured and fresh

Sponsor: Yorkshire & Humber Seafood Group

Winner: Breaded Fillet Goujons – Whitby Seafoods

(Add: Fairfield Way, Whitby Business Park, Whitby, North Yorkshire; Email: zoe.fusco@whitby-seafoods.com; Tel: 01947 829015)

Prepared food – savoury and sweet

Sponsor: Barlett and Company Ltd

Winner: Figit Pie – Andrew Jones Pies

(Add: 14 Old Leeds Road, Huddersfield, West Yorkshire; Email: enquiries@jones-butchers.co.uk; Tel: 01484 548 137)

Drinks - alcoholic, non-alcoholic, tea and coffee

Sponsor: Harrison Goddard Foote

Winner: Wold Top Bitter,- Wold Top Brewery

(Add: Hunmanby Grange, Wold Newton, Driffield, East Yorkshire; Email: enquiries@woldtopbrewery.co.uk; Tel: 01723 892222)

Fresh produce

Sponsor: Booths

Winner: Roast Vegetable Mix – Stuart's Foods

(Add: Howarth House, Dunslow Court, Eastfield, Scarborough, North Yorkshire; Email: info@stuartfoods.co.uk; Tel: 01723 582 252)

Dairy

Sponsor: Fresh RM organisers of IFE '09 and Speciality Fine Food Fair, London

Winner: Yorkshire Blue – Shepherds Purse Cheeses

(Add: Leachfield Grange, Newsham, Thirsk, North Yorkshire; Email: john@shepherdspurse.co.uk; Tel: 01845 587 220)

Spices, oils, condiments and preserves

Sponsor: CenFRA

Winner: Aubergine Pickle – Curry Cuisine

(Add: 3 Turnberry Drive, Tingley, Wakefield, West Yorkshire; Email: enquiries@currycuisine.co.uk; Tel: 0113 218 9685)

Bakery - including bread, cakes and biscuits

Sponsor: Asda

Winner: Organic Bread Mix – J. Stringer and Son

(Add: High Callis Wold, Bishop Wilton, York, North Yorkshire; Email: highcalliswold@aol.com; Tel: 01759 369 859)

Farm Shop Retailer of the Year

Sponsor: Fosters Bakery

Winner: Balloon Tree, Gate Helmsley

(Add: Stamford Bridge, Gate Helmsley, York YO41 1NB; Email: info@theballoontree.co.uk; Tel 01759 373 023)

Independent Retailer of the Year

Sponsor: Mumtaz Ventures Ltd

Winner: Ripley Store, Ripley

(Add: Beechwood, Ripley, Harrogate, North Yorkshire; Email: rev_22_2@hotmail.com; Tel: 01423 770 044)

Best use of regional produce - café/tearoom

Sponsor: Yorkshire Agricultural Society

Winner: Cedar Barn, Pickering

(Add: Top Bridge Farm, Thorntondale, Near Pickering, North Yorkshire; Email: mandy@topbridge.co.uk; Tel: 01751 475 614)

Best use of regional produce - restaurant/hotel/pub/inn

Sponsor: Yorkshire Agricultural Society

Winner: Clocktower Restaurant, Rudding Park, Harrogate

(Add: Rudding Park, Follifoot, Harrogate, North Yorkshire; Email: rebecca.hill@ruddingpark.com; Tel: 01423 871350)

Deliciouslyyorkshire Breakfast Member

Sponsor: Stuart's Foods

Winner: Low Penhowe, Burythorpe YO17 9LU

Email lowpenhowe@btinternet.com www.bedandbreakfastyorkshire.co.uk

Deliciouslyyorkshire Award for Innovation

Sponsor: Yorkshire Forward

Winner: W.S. Bentley (Growers)

(Add: Cliffe Hill Nurseries, Cliffe Lane, Gomersal, West Yorkshire; Email: jan@wsbentley.co.uk; Tel: 01274 851 214)

Note to editors:

The Regional Food Group champions the use and consumption of food and drink from Yorkshire and Humber through its Deliciouslyyorkshire brand and is the leading specialist supplying practical business solutions to companies in the fast moving food and drink sector.

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