



Press release
Issued by chocoMe
August 26, 2013 - Budapest/London

Prestigious Award Wins *chocoMe* International Professional Recognition: two of their chocolate creations are each awarded a star in the Great Taste Awards 2013 gastronomy competition

The Great Taste Awards, founded in 1994, is the biggest and strictest food tasting competition in the world. This year, *chocoMe*, the hand-made, Hungarian chocolate bar enterprise finished the competition with great results: two of their products were awarded stars in the Great Taste Awards 2013.

chocoMe products awarded with one star:



F102
chocoMe 65% dark chocolate base
crystallized mint leaves
lime flavoured chocolate pastilles
crystallized lemon peel



F119
chocoMe 40% milk chocolate base
sea salt with Tahitian vanilla
pecans
caramel flavoured chocolate pastilles



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These chocolate creations were each awarded a star, based on the decision of 400 judges, probably the world's most rigorous culinary jury, having spent thousands of hours taking blind taste tests during the competition. The judges noted in feedback that *chocoMe's* sea salt with Tahitian vanilla, pecan and caramel pastille creation came within an ace of receiving two stars.

The competition - also known as the Oscars of food criticism – is purely about taste, not about clever marketing or pleasing packaging. The members of the jury receive the products to taste without packaging or any further information. Among the members we find Michelin star chefs, acknowledged gastronomical professionals, supply chain directors of renowned stores, and food critics.

"We are extremely happy to see that after only three years in the market, we are already a highly trusted brand", says *Gábor Mészáros*, master chocolatier and owner of *chocoMe*.

"Our hit rate was abundant. As an example, 10,000 products were entered into the competition but only 125 struck gold, received three stars. We entered four chocolate bar creations and took home two awards. These awards are recognition for the entire Hungarian chocolate industry – since my friend and fellow chocolatier *Tibor Szántó* also took home a star."

[The crystallized mint leaves, lemon peel and lime pastille chocolate – *chocoMe's* 'mojito' – is already showing promising sales in the UK. In the wake of this important award, the other winning creation of sea salt with Tahitian vanilla, pecans and caramel pastilles will be launched in the UK at the Speciality Food Festival in early September.]

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