

Edinburgh's Fair Business Alliance win an award



The 2013 Great Taste results are now out and Fair Business Alliance Ltd is a winner

Fair Business Alliance Limited, based in Edinburgh is celebrating the news that its lightly salted Zamora Plantain Chips has wowed judges in Great Taste 2013 by being awarded 1-star– in the world's largest and most rigorous food awards scheme involving almost 10,000 products, 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, for example, a piece of cheese, a pie or a little dish of chutney, with no wrappings, jars or marks – and they taste, confer and re-taste before making the decision on whether a product should be a 1-, 2- or 3-star winner. In total more than 12 judges will have tasted and commented on each product.

The lightly salted Zamora Plantain Chips, the first and only Fairtrade crisps in the UK, beat thousands of other product entries to be awarded 1 star in this food scheme which means that these products can now proudly bear the Great Taste Award 2013 mark. In addition, the other two flavours of Plantain Crisps, Spicy & Naturally Sweet, also received very favourable comments from the judges! Produced and packaged by small farmers in the Amazonian region of Ecuador, Zamora Chips were launched only 6 months ago during Fairtrade fortnight. Zamora hope that this Award will help raise the profile of the crisps, to reach more distributors and boost sales, thereby helping to provide a better future for their families.

Fair Business Alliance, a local social business which has been

instrumental in launching and distributing the Fairtrade crisps within the UK, is delighted to receive a Great Taste Award for the first product they have submitted, and are now out celebrating....

