



## P R E S S   R E L E A S E



### **MelliGEL Spirulina is among the Great Taste winners of 2021**

MelliGEL Spirulina, produced by the Bulgarian company Mellifera Ltd. has been awarded a 1-star by Great Taste, the largest and most trusted food and drink awards on the planet. Out of 5,383 products worldwide to receive a Great Taste 1-, 2- or 3-star accolade on Tuesday 21 September 2021, MelliGEL Spirulina will now be able to display the unmistakable black and gold logo, a stamp of excellence that is recognised by retailers and consumers alike.

***According to the jury the awarded MelliGEL Spirulina has “an unusual flavour with some citrus notes and a meadow-like, grassy flavour. Tastes and feels like a clean, natural product, with a generous and well balanced savour. A firm texture with some graininess. There is a natural sweetness from the honey. The lime comes through distinctly, but is carefully judged so it adds perfume and brightness. An intriguing looking product with a distinctive seaweed green colour. A highly distinctive product in appearance and flavour.”***

Mrs. Biljana Lowndes-Nikolova, owner of Mellifera Ltd. and a Master Beekeeper, explains:

*"Our MelliGEL products, based on organic honey, are a proof that high energy boost, craved by athletes and active people, can be achieved in the humble natural way by using clean, raw and natural food sources instead of chemical stimulants. Moreover, by creating this new use of honey we want to educate people of its value not only as medicine and food, but also as pure and fast energy which can be taken on the go. MelliGEL with Spirulina and a hint of Lime, combine the benefits of these superfoods, boosting both endurance and recovery, and not least have an evident Great Taste."*

MelliGEL is the first 100% organic energy gel, which is certified by Informed Sport as a product suitable for professional athletes. More about the benefits and information about the flavors can be found at [www.melligel.com](http://www.melligel.com)

The Great Taste 1-star award-winning and innovative MelliGEL Spirulina is available from Amazon in the UK, Germany and Sweden:

<https://www.amazon.co.uk/dp/B08W5615RX>

<https://www.amazon.de/dp/B096B6Y9VS>

<https://www.amazon.se/dp/B096B6Y9VS>

The logo for MelliGEL features the word "Melli" in a yellow, cursive script font, positioned above the word "GEL" in a bold, black, sans-serif font.

**MelliGEL is looking for distributors!**

<https://www.melligel.com/for-distributors>

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## **Notes for editors:**

### **What is Great Taste?**

*Established in 1994, Great Taste is organised by the Guild of Fine Food and is the world's largest, longest standing and most respected food accreditation scheme for speciality food producers.*

*14,113 different products were entered in 2021 from 108 countries. 355 judges blind-tasted this year's entries, including; Joanna Blythman, investigative journalist and food writer, cook, writer, stylist and voice of modern vegetarian cooking, Anna Jones, author, Olia Hercules, Kenny Tutt, MasterChef 2018 champion and restaurateur, food writer and cook, Xanthe Clay, presenter, author and tutor, Steven Lamb, baker and author, Martha Collison, and Kavi Thakrar from Dishoom, as well as food buyers from Selfridges, Fortnum & Mason and Partridges.*

### **Great Taste ratings**

**3-star:** Extraordinarily tasty foods – less than 2% of products are awarded a 3-star each year

**2-star:** Above and beyond delicious.

**1-star:** A food that delivers fantastic flavour.

### **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.*

### **How do they work?**

*Each team of three to four judges blind tastes around 25 products per session, discussing each product as a coordinating food writer transcribes their comments directly onto the Great Taste website, which producers access after judging is completed. Any product that is deemed worthy of a 1-, 2- or 3-star Great Taste award is moved around multiple judging tables by a team of arbitrators before the final award is given. If judges feel that a product needs some adjustment, and is therefore not likely to receive an award, the food or drink gets a second chance on a referral table, where another team blind tastes and deliberates. For a Great Taste 3-star award, the vast majority in the room - which can be as many as 30-40 experts - must agree that the food or drink 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.*

[www.gff.co.uk](http://www.gff.co.uk)

[www.greatasteawards.co.uk](http://www.greatasteawards.co.uk)