



## PRESS RELEASE

**Great Taste Awards from the sublime to the ridiculous!**

**July 2010**

Purbeck Ice Cream have once again scooped two much sought after and desirable Gold Great Taste Awards winning two stars for the utterly natural and sublime Vanilla Bean ice cream and one star for the radical ChilliRED ice cream. These latest awards join the numerous flavours that have won Great Taste Awards in preceding years in the Nationally acclaimed competition.

The Great Taste Awards, organized by the Guild of Fine Food and often referred to as the Oscars of the food industry, is the authoritative, independent standard for Britain's fine food sector and operates exacting judging standards seen as the most rigorous in the UK with every entry blind tasted by teams of experts.

Vanilla Bean is one of the founder flavours from Purbeck and is made with Madagascan Bourbon Vanilla with additional seeds tasting rich and creamy. ChilliRED is made with fresh, British minced red chillies and is cool on the tongue whilst giving a fiery kick to the throat! It is exceptionally good served with seafood or chocolate.

The Purbeck team make everything on the farm in the rolling Purbeck hills and use local fresh milk and cream with only the very best natural ingredients with no artificial anything. Everything is gluten free, without added natural colours, no GMO's, eggs or nuts and is suitable for vegetarians.

Hazel & Peter Hartle who diversified from dairy farming 22 years ago and who have been making Purbeck Ice Cream ever since, said: "The team are eager to celebrate this fantastic achievement that recognises the skill, passion and dedication of our team who make such exceptional flavours that are traditional, unique & innovative".



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