

## It's officially Great, it's another 8!

Terra Rossa, importer and producer of exquisite Arabian specialities is once again celebrating having scooped eight prestigious 2014 Great Taste Awards out of the 13 entered products – making the running total of 45 GTA's spanning nine years of trading.

Terra Rossa's range has been recognised by the GTA awards, organised by the Guild of Fine Food and recognised as a benchmark for speciality food and drink. Described as the 'Oscars' of the fine food world a Great Taste Award is a much coveted accolade for anyone in the food industry and acknowledges a product for its high quality and outstanding taste.

This year Terra Rossa's repeat 2-star winner Zesty Sumac Citrus Berry, is an essential ingredient in Arabic cooking and relished for its sourness and astringency. "This is a quality Sumac, it's out of the top drawer ... A distinguished product'. As commented by the judges. Sumac is made from a red berry and has an intense citrus flavour which transforms fish, meat, salads with that perfect zingy note.

A recent addition to Terra Rossa's portfolio is Freekeh, the wonder grain, an early harvest green wheat with a slightly nutty, wonderful earthy flavour, stuffed to bursting with protein, minerals and vitamins. The judges sampled this cooked with barberries and Baharat and bestowed it a 1-star GTA Award commenting "We loved the textures and were impressed by the intelligent use of mixing of the ingredients ... We really enjoyed this'.

Two of Terra Rossa's traditional Mezze received awards; Lebny strained yoghurt with Zaatar Sauce and Harissa Houmous. Also recognised for great flavour were Terra Rossa's Aubergine Relish combining Jordanian herbs with the exotic flavour of pomegranate and date molasses with Judges commenting on the well balanced flavours and freshness.

Baba's Rashi and Dibis, another repeat 1-star Great Taste winner – is a sweet spread made from tahini sesame paste, date molasses and is the Arabian equivalent of a chocolate spread.

Of course Terra Rossa is best known for its amazing extra virgin olive oils which continue to receive awards year after year and 2014 is no exception. Garlic infused olive oil won its 2nd GTA and Basil infused olive oil its 5<sup>th</sup> consecutive GTA.

For further information please visit [www.terra-rossa.com](http://www.terra-rossa.com), email [info@terra-rossa.com](mailto:info@terra-rossa.com) or call 0208 661 9695.



★★ Zesty Sumac  
Citrus Berry



★ Baba's Rashi & Dibis  
★ Harissa Houmous  
★ Aubergine Relish  
★ Freekeh with Baharat  
★ Lebny with Zaatar  
Sauce  
★ Basil Infused Extra  
Virgin Olive Oil  
★ Garlic Infused Extra  
Virgin Olive Oil

### TERRA ROSSA JORDAN LIMITED

10 Burnell Road, Sutton, Surrey, SM1 4EE Tel 020 8661 9695 Fax 020 8661 9295  
[info@terra-rossa.com](mailto:info@terra-rossa.com) [www.terra-rossa.com](http://www.terra-rossa.com)  
 Company Registration Number 5097072 VAT Registration Number 833 6707 19