

Press Release: Immediate Release

Date: 01/08/2022



Čokodort višně wins Great Taste 2022 award

Tasted by the experts, Čokodort višně from Clean Label is awarded
a Great Taste 2-star in 2022

Poděbrady-based luxury gluten-free cakes producer, Clean Label s.r.o. has been named among the top food and drink producers globally this year, picking up a highly prized 2-star Great Taste award for its “Čokodort višně”.

More than 14,000 products were put through the competition's rigorous blind judging process; and Clean Label s.r.o. was dubbed a “Well crafted, artisan chocolate cake, attractively presented with cherries and chocolate shaving scattered along the top. The flavour of rich dark cocoa balances beautifully with the sour fruitiness of the cherries, and enhanced by the creamy mouthfeel of the cake. The texture is soft and delicate, and the cake indulgent and very moreish.” at the world's most coveted food and drink awards. 4,078 products were awarded a Great Taste 1-star – ‘food and drink that delivers fantastic flavour’, 1,237 were awarded a Great Taste 2-star – ‘above and beyond delicious’, and 241 were awarded a Great Taste 3-star – ‘extraordinarily tasty food and drink’.

Described as “Visually striking with whole cherries and chocolate shavings visible, this cake looks as though it's for a celebration because of its gigantic size.”, this gluten-free sour cherry chocolate cake was a big hit with the Great Taste judges.

Made with chocolate, sour cherries and other farm ingredients and hand made according to the old family recipe, the Čokodort višně was one of 5,556 products to receive a Great Taste award in 2022 (which is only 39.1% of the total products entered).

What is Great Taste?

Recognised as a stamp of excellence and actively sought out by food lovers and retailers alike, Great Taste, organised by the Guild of Fine Food, values taste above all else. All products in the line-up for judging are blind-tasted: every product is removed from its packaging so it cannot be identified, before entering a robust, layered judging process.

This year, the judging took place over 90 days across two judging locations (Dorset and London) with a panel of more than 500 judges. This year's line-up saw food and drink products submitted from a staggering 110 different countries from across the world.

Jakub Rejchrt from Clean Label s.r.o. comments: "We are delighted to have won a Great Taste award for our Čokodort višně. I have dreamt of this moment and am so proud to be adding the iconic black and gold Great Taste logo to our Čokodort višně.

"In 2019 at an unspecified location, four friends, who are completely different, came together to realize an incredible sweet dream. They were dreaming about it for a couple of years, therefore it came to unveil the magic to all lovers of chocolate and luxury.

A former CEO of a production company, owner of a famous café, gallery; cardiologist, and a professional diver; world-class executive manager and a professional basketball player and a successful entrepreneur and hunter. All four big lovers of gastronomy and high-end beverages. At the end of the world, they thought about their hometown and an incredible, hundreds of years old recipe. This unique recipe was inherited by generations and it had success on every table or event. A grandmother's recipe for a special cake comes from the times when there were no refrigerators, therefore the product had to last for weeks. It comes from times when quality was the top priority. We create our products from high-end, natural ingredients. Only following these steps we could have come with this delicacy, which cannot be forgotten by whoever tried it. This is a story of our Čokodort.

Our chocolate cakes are made with no additives, color dyeing, and are completely GLUTEN-FREE. Thank to our unique recipe, high-end ingredients, and special technology of production our products have totally incredible quality. In its segment of pastry, we ensure a totally unrivaled shelf life.

So to be where we are today is just wonderful!"

"Being recognised with a Great Taste 2-star means so much to independent producers such as myself, as it makes all the hard work and determination worth it! Great Taste is the most recognised accolade for taste and quality in the food and drink world, so it really is a big win!" Rejchrt concludes.

Gluten-free Čokodort sour cherry combines wonderful tastes of cherries, chocolate, and other carefully selected farm products. It does not contain any additives, colorants, nor artificial ingredients.

We suggest serving small portion because of its rich tastes. It is best to take out of fridge 20 minutes before serving. Its shelflife is 14 days after production date, we recommend storing it within 0 to 15 degrees Celcius.

The Čokodort višně is available from www.cokodort.cz. RRP: CZK 990 (L-size 1100 g, 12 servings), CZK 790 (M-size 700 g, 8 servings), S-size 190 g, 2 servings). It is available also from Rohlik.cz.

For more information about Clean Label s.r.o. and its brand Čokodort visit www.cokodort.cz.

-ends-

For more information, imagery or interview opportunities, contact Jakub Rejchrt on spoluprace@cokodort.cz

Check us out on socials [Instagram](#), and [Facebook](#). Or call us on +420 725 285 285.

Editor's notes:

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 artisan and speciality food producers.

The full list of this year's winners and where to buy them can be found at www.greatasteawards.co.uk and a wide range of the award-winning products are available to buy in delis, farm shops and independent retail outlets across the country.

As well as Great Taste, the Guild of Fine Food is known for publishing the industry-leading magazine, *Fine Food Digest*, running the annual Fine Food Show North in Harrogate and the global phenomenon, that is the World Cheese Awards. Plus, further events including award ceremonies and Great Taste markets, training sessions and member initiatives throughout the year.