

## Could Bell & Loxton Be Liquid Gold?

Monday 2 September, 2013

The delicious Bell & Loxton Cold Pressed Rapeseed Oil from South Devon has been nominated for one of this year's Golden Fork trophies in the highly acclaimed Great Taste Awards 2013. The trophies will be presented at the Great Taste dinner, which is taking place at The Royal Garden Hotel in London on Monday 9th September.

This follows the recent news that this cold pressed rapeseed oil wowed the judges and was given 3-stars in this year's awards. It then went on, with the other 3-star award-winners, to be privately judged and scored again by a specially selected team to make it into the named 'Top 50' products.

Commenting on its incredible success, Rachel Bell from Bell & Loxton says: "We are delighted that our Cold Pressed Rapeseed Oil made such an impact on the judges in the Great Taste Awards." Rachel continues: "We were still celebrating being awarded the 3-stars when we heard about the nomination for one of the Golden Fork trophies. It is a huge privilege to be in the running for such a prestigious award."

Out of almost 10,000 products entered into Great Taste 2013, the world's largest and most rigorous food awards scheme involving over 400 judges and thousands of hours of blind tasting, just 125 were awarded 3-star. All 3-star products have been re-judged by a panel including Masterchef judge and restaurant critic Charles Campion, food buyers from Harrods, Fortnum & Mason, Selfridges, Harvey Nichols and Whole Food Markets and Michelin Star chef Russell Brown who have together decided on the 2013 'Top 50'.

The Great Taste Awards is the most trusted and recognised food and drink awards. Products fortunate enough to receive this award cannot only claim to be of the absolute finest quality, but can prove it too. Since 1993 the Guild has organised the Great Taste Awards and it has become the national benchmark for speciality food and drink.

Launched in 2010, Bell & Loxton Cold Pressed Rapeseed Oil is grown, pressed and bottled on the family farm in South Devon, it therefore has far fewer food miles than its Mediterranean counterparts. Another environmentally friendly aspect is that it is packaged in a stylish aluminium bottle, which takes far less energy to recycle than glass and also keeps the cold pressed rapeseed oil in the dark, which is its preferred environment. It is naturally rich in omega 3 and has less than half the saturated fat of olive oil. Cold pressed rapeseed oil is ideal for dressings and dipping and is perfect for roasting and stir-fries due to its high burn temperature.

Bell & Loxton's Cold Pressed Rapeseed Oil is available in delis, independent stores and select Waitrose stores. It is also available to buy online at [www.bellandloxton.co.uk](http://www.bellandloxton.co.uk).

-ENDS-

For further information, photography and/or a sample please contact:  
Hayley Reynolds, RAW PR & Marketing ([hayley@rawprandmarketing.co.uk](mailto:hayley@rawprandmarketing.co.uk));  
Tel: 01548 550 429; Mobile: 07887 474 104

### Background information

The Bells of Bell & Loxton have been farming in South Devon for the past 40 years. This is a family business which is run from the family farm. Jonathan, who grew up here, has a degree in Agriculture and has worked in farming for the past 20 years. His love of food, and his passion for good quality natural products, has led him to develop Bell & Loxton cold pressed rapeseed oil. Jonathan is also a keen environmentalist so the idea of a home-grown product that tasted as good as its Mediterranean counterpart, was also healthier and more versatile, was irresistible. Rachel has a background in marketing and is also from a farming family. She is equally passionate about food.

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## Company Contact:

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### Rocket Pop PR

E. [rocketpoppr@outlook.com](mailto:rocketpoppr@outlook.com)

## Additional Contact(s):

Jean Matthews  
Samantha Jones

Beehive Mill  
Jersey Street  
Manchester  
M4 6AY

[View Online](#)

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