

HUNTERS of HELMSLEY

Press release



Hunters of Helmsley nominated for Deli of the Year 2011

Hunters of Helmsley is celebrating its nomination to win Deli of the Year 2011 - an award which is judged by some of the UK's leading food experts. In each region of the UK a deli will be chosen to go forward to the Deli of the Year final, when delis will be visited by a mystery shopper, and the champion deli will be announced at the Oscars of the Fine Food World in London in September.

Customers of Hunters are invited to pop into the shop to show their support and to visit www.delioftheyear.co.uk to add their vote.

Christine Garnett, owner of Hunters of Helmsley, commented: "We have lots of fantastic local customers and we are hoping they'll support us in our quest to be crowned Deli of the Year 2011. It would be great to be a regional finalist and our team would love to win the title - it would hopefully be something to really celebrate for Helmsley."

Deli of the Year is an idea created and organised by Olives Et Al, a food producer in Dorset, and supported by The Guild of Fine Food which represents the fine food sector. The competition is open to all, from the smallest post office with a tiny deli counter to high street delis and rural farm shops. The organisers believe that the deli culture is worth protecting and celebrating. Giles Henschel of Olives Et Al explains: "Last year thousands of people supported delis in their own high streets. The comments we received were amazing and we were truly staggered by the level of support for delis - we hope that we will have even more this year and that we find a deli worthy of the title Deli of the Year 2011."

To find out more about Deli of the Year visit www.delioftheyear.co.uk

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