



# TASTE OF KENT AWARDS 2026 SPONSORSHIP OPPORTUNITIES



# TASTE OF KENT AWARDS

MIC  
Nigel Barden  
Food and Drink Broadcaster  
Julie Maddocks  
Broadcaster and Presenter

## ABOUT THE AWARDS

The Awards are dedicated to showcasing the **tastiest food and drink** that Kent has to offer and the hard-working businesses behind it.

Open to any **food and drink business located in Kent**, the Taste of Kent Awards are longest running and most **prestigious** food & drink awards **in the South East**.

# TASTE OF KENT AWARDS

IT'S ABOUT TASTE. QUALITY. INNOVATION.  
SUSTAINABILITY AND COMMUNITY



## 23 AWARD CATEGORIES

17 Self-Entry Food & Drink Product Categories

2 Self-Entry Whole Business Categories

4 Public Voted Hospitality & Retail Categories

*All championing Kent food & drink producers, growers, farmers, retailers and hospitality businesses across Kent and Medway*



## ENTRY METHODS

Businesses enter their best products for the judges to taste test

Businesses enter to be recognized for their innovation and sustainability

Every product/business entered will be judged by an expert panel

Retail & Hospitality categories open to a public vote with finalists judged and mystery shopped/dined



## AWARD CEREMONY

New venue in Medway for the first time

Drinks reception

Oscar style Awards Ceremony

Post event networking celebration



## VALUE FOR MONEY

Competitive award entry and sponsor fees

Affordable event tickets

Great exposure

Fantastic food and drink!

*An affordable way to promote your business, raise its profile and connect and support the food & drink community*

# 2024 AWARDS AT A GLANCE



The awards connect sponsors with Kent's food & drink ecosystem including producers, farmers, hospitality businesses, retailers, buyers, media and industry leaders.

## ENTRIES

**210** Product Entries

**44** Hospitality & Retail Entries

**21** Business Entries



## PRESS

Total Coverage Views: **1.82m**

Total Reach: **147m**

## FINALISTS

**82** Products & Businesses were awarded Gold, Silver, Bronze or a Highly Commended Award



## WEBSITE

Page Views: **32k**

## AWARD ATTENDEES

**240** Guests attended the Awards Presentation evening



## SOCIALS

Total Reach: **100k**

# CURRENT AUDIENCE



The Taste of Kent Awards are promoted across both dedicated awards channels and Produced in Kent's established marketing platforms, ensuring maximum reach across consumer and trade audiences.



## MAILING LIST

**Recipients:** 452k annually

**Open Rate:** 46.9%

**Click Rate:** 4.1%



## WEBSITE

**Produced in Kent Website:** 457k annual visits

**Taste of Kent Awards website:**  
(campaign-driven traffic)



## SOCIAL AUDIENCE

**LinkedIn:** 3k followers  
90k annual impressions

**Facebook:** 9.5k followers  
564k Annual Views

**Instagram:** 14.5k followers  
677k Annual Views

# TASTE OF KENT AWARDS

SHOW YOUR SUPPORT FOR KENTS CRUCIAL  
FOOD AND DRINK SECTOR



## STRATEGIC BRAND ALIGNMENT. REGIONAL & LOCAL IMPACT AND MEANINGFUL ENGAGEMENT

### VALUES-LED BRAND PARTNERSHIP

Sponsoring aligns brands with quality, provenance, and sustainability, creating meaningful and visible partnerships.

### REGIONAL ECONOMIC COMMITMENT

Sponsors support the Kent economy and local enterprises, investing in the region's future growth and success.

### ENGAGEMENT AND NETWORKING PLATFORM

The awards enable direct engagement with businesses, fostering relationships across the food and drink ecosystem.

### SUPPORT FOR INNOVATION AND ESG GOALS

Sponsorship aids recruitment, research, innovation, and advances ESG and sustainability objectives.

# TASTE OF KENT AWARDS

SHOW YOUR SUPPORT FOR KENTS CRUCIAL  
FOOD AND DRINK SECTOR



## VISIBILITY. RECOGNITION. ENGAGEMENT. AND STORYTELLING OPPORTUNITIES

### ENHANCED BRAND VISIBILITY

Sponsorship includes brand placement across marketing and digital channels to increase visibility among key audiences.

### RECOGNITION AT AWARDS CEREMONY

Sponsors receive on-stage recognition and association with named award categories during the ceremony.

### ENGAGEMENT WITH PARTICIPANTS

Opportunities to engage directly with finalists and winners to build relationships and networks.

### STORYTELLING AND IMPACT

Sponsors can leverage storytelling opportunities to showcase partnership impact and commitment to the sector.

# THE ENTRY JOURNEY



## APRIL LAUNCH EVENT

Networking event bringing together Kent industry leaders, sponsors, previous winners, and Produced in Kent members

## MAY - JULY ENTRY & VOTING

Product and Business categories open for entries

Retail & Hospitality public vote opens

## JULY - AUGUST JUDGING

Taste judging by expert panel from across the sector

Mystery dining and shopping by professional researchers

1-2-1 interviews by professional panels

## OCTOBER AWARDS CEREMONY

Exclusive evening ticketed awards ceremony.

Kent sparkling wine reception, Oscar style ceremony and post awards networking

# THE CATEGORIES



## FOOD PRODUCT CATEGORIES

Kent Beer of the Year  
Kent Cheese of the Year  
Kent Cider of the Year  
Kent Confectionary & Snack Product of the Year  
Kent Dairy Product of the Year  
Kent Fresh Fish or Seafood Product of the Year  
Kent Meat Product of the Year  
Kent Non-Alcoholic Cold Drink of the Year  
Kent Non-Alcoholic Hot Drink of the Year  
Kent Product Innovation of the Year  
Kent Ready Meals & Prepared Food Product of the Year  
Kent Savoury Bakery Product of the Year  
Kent Savoury Pantry Product of the Year  
Kent Spirit of the Year  
Kent Sweet Bakery Product of the Year  
Kent Sweet Pantry Product of the Year  
Kent Wine of the Year

## RETAIL & HOSPITALITY CATEGORIES

Kent Dining Experience of the Year  
Kent Casual Food & Drink Experience of the Year  
Kent Food & Drink Market of the Year  
Kent Independent Retailer of the Year

## BUSINESS AWARDS

Kent Food & Drink Innovation of the Year  
Kent Sustainable Business of the Year



# OUR JUDGES

Professional Panel of Judges, including chefs, buyers, industry experts and food writers from across the Food & Drink sector.



# GLASSBOX

THEATRE

## LOCATION

The GlassBox Theatre, Gillingham. Conveniently located at MidKent College Medway Campus, providing easy access for drivers with free on-site parking a 4 minute taxi ride from Gillingham train station.



WATCH THE 2024 VIDEO

# SPONSOR PACKAGES

## HEADLINE SPONSOR £6000 + VAT

- Company logo and profile on Taste of Kent Awards website and all TOKA2026 marketing collateral
- A brand sponsor media tool kit you can use across your social platforms
- **Mention of headline sponsorship** in all press release
- Opportunity to be part of the **judging process** for the awards
- **Two tickets** to the launch event: **30<sup>th</sup> April 2026 at University of Greenwich, Chatham Maritime**
- **Ten tickets** to the Awards event: **8<sup>th</sup> October 2026 at The GlassBox Theatre, Gillingham**
- **Feature on Spotlight series** for sponsors on all social channels
- **'Instagram Takeover'** for additional reach and exposure
- **Advertising in the online Buyers Guide**
- **Company name and logo displayed** on all award certificates
- Extensive **sponsor promotion at the Awards event**
- **Opportunity to welcome guests on stage** during the ceremony



# SPONSOR PACKAGES

## REGULAR SPONSOR £2500 + VAT

- Sponsorship of two award categories (one chosen, one assigned)
- Company logo and profile on Taste of Kent Awards website against sponsored categories
- Inclusion of sponsor quotes on selected press releases
- Use of bespoke TOKA social media marketing material for each sponsor
- Advertising in the online Buyers Guide
- Opportunity to be part of the judging process for the awards
- One ticket to the launch event: 30<sup>th</sup> April 2026 at University of Greenwich, Chatham Maritime
- Four tickets to the Awards ceremony: 8<sup>th</sup> October 2026 at The GlassBox Theatre, Gillingham
- Sponsor promotion at the Awards event with the sponsored categories
- Company name and logo displayed on award and award certificate



# BENEFITS OF SPONSORING



- Seven months of great value-added exposure for your company/brand in the lead up to and post awards.
- Capitalise on and be a part of the increasing visibility of the Food and Drink sector locally and nationally.
- Extensive networking opportunities at the launch event and Taste of Kent Awards.
- Raise your brand credibility by aligning your business with this prestigious and recognised brand.
- Support a key industry in Kent and Medway.
- Engage with your local community and contribute to your Corporate social responsibility goals.
- Get your products and services in front of new audiences.

# 2024 REVIEWS



*Thank you SO much for such a wonderful and inspiring evening at the Gulbenkian. A great excitement and buzz about it all and terrific feedback . I enjoyed every moment and especially reconnecting with so many friends and what they do.*

**Amanda Cottrell OBE**

*It was a fantastic evening and a big thank you back for such a great event!*

**Claire Shelton, SEK Group**

*Thank you so very much for your kind words, we absolutely loved hosting and was a thoroughly enjoyable experience for myself and the team. We would love to be involved again for next years event!*

**Daniel Parsons, University of Kent**

*Bloody excellent event! Really enjoyed it. Well done all!*

**Huw Jarvis, KCC**

*Thank you so much for this fantastic award. It is so great to be given this recognition and endorsement. I really appreciate all the help you have offered and look forward to working together in the future.*

**Jon Warren, Gilda Bakery**

*Thanks for organising a very successful event last night. We are of course delighted with our success and grateful that the judges chose us.*

**Jonathan Neame, Shepherd Neame**

*The whole day at TOKA was fabulous we had a great time and made some really good contacts.*

**Chloe Wilcock, Oink & Udder**

*We had a great evening, thank you, and we're over the moon with the gold! Absolutely brilliant, a lovely surprise. It was so great to try some of the delicious food at the evening event, we managed to try the cruffin which was amazing.*

**Donna Barbour, Woodchurch Wines**

# CONTACT

Jill Sargent

T:01732 853170 M:07711 927830

[Jill.Sargent@ProducedinKent.co.uk](mailto:Jill.Sargent@ProducedinKent.co.uk)



TASTE OF KENT  
AWARDS