



# TASTE OF KENT AWARDS

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Taste of Kent Awards 2024  
Sponsorship Opportunities



## About TOKA

The TOKA Awards is an event 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 awards have been running for nearly **twenty years** – making them the **longest** running, and most prestigious food & drink awards in the Southeast.



# Taste of Kent

*It's all about taste, sustainability and community*



## More refined award categories

All self-nominated entries

17 Food & Drink Categories

6 Hospitality & Retail Categories

3 Business and 1 Special Categories

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



## Extended award ceremony format

Amazing and accessible location

2 stage event

AFTERNOON – Taste of Kent Festival

EVENING – Oscar style Awards Ceremony

*Designed to immerse visitors and guests in the world of Kent food and drink, celebrate the TOKA finalists and connect them with the great and the good in the industry*



## Targeting new audiences

Regional and national retail

Regional hospitality and catering

General public

Students

*Audiences that will buy, order, book and generate more business for TOKA entrants and sponsors*



## 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*

# 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 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 Café, Coffee Shop or Tea Room of the Year  
Kent Casual Dining Experience of the Year  
Kent Fine Dining Experience of the Year  
Kent Food & Drink Market of the Year  
Kent Independent Retailer of the Year  
Kent Street Food Experience of the Year

## Business Awards

Kent Farm of the Year  
Kent Start-Up Food & Drink Business of the Year  
Kent Sustainable Business of the Year  
  
Kent Free-From Product of the Year  
Kent Free-From Business of the Year  
Kent Community Award




A woman with dark hair tied up, wearing sunglasses and an orange short-sleeved shirt, is smiling and looking towards the camera. She is holding a small object in her hands. To her left, a man in a light yellow shirt is partially visible. To her right, another man in a dark suit and white shirt is partially visible. The background is a blurred outdoor setting with green foliage and a building.

# Location

On the University of Kent campus, Canterbury  
Easily accessible by road and public transport  
Versatile event space – theatre & concert hall





# TOKA 2024 The Journey

## January Launch Event

Networking event bringing together the great and the good from Kent with TOKA sponsors, 2023 finalists and Produced in Kent members

## February Nominations

All categories are self-nominated and are open to food and drink producers, growers, farmers, retailers and hospitality businesses across Kent and Medway

## March to May Rigorous Judging

Rigorous taste judging by expert judges from across the sector  
Mystery dining and shopping by professional researchers  
1-2-1 interviews by panels of professional judges

## June Festival & Ceremony

Finalists sampling and selling their products at the daytime festival, open to the public and guestlist of regional and national buyers, leading into an exclusive evening ticketed awards ceremony





Our Expert 2023 Judges



Watch the 2023 Video





# How have our 2023 TOKA finalists fared since the awards ceremony?

- Beardy B's Lemonade sold out at Kent County Show
- Biddenden Ice Cider won Bronze at the IWSC
- Boys Hall added to Michelin Guide
- Karimix have developed another new product for Shepherd Neame's flagship pubs following the success of their Tomato Chutney
- Funky Feast secured a catering contract with University of Greenwich
- Great Taste Awards for Cheesemakers of Canterbury's Cowslip Butter, Kingcott Blue cheese, Maidstone Distillery's Sharps Toffee Vodka & Yes Chef's Chicken & Mushroom
- Nigel Barden featured Cheesemakers of Canterbury, Gilda Bakery, Greensand Ridge Distillery, Maidstone Distillery & Woodchurch wines on BBC Radio London following the awards
- Shepherd Neame's Bishops Finger won Gold in the BBI Awards
- Woodchurch Classic Brut won a Gold Decanter Award
- Wooden Spoon secured multiple new customers & launch range with Rosemary Shrager





# TOKA 2023 Coverage

## Press

Total coverage views  
**191k**

Total Audience/Reach  
**5.42 Million**

## Website

**29k Page Views**  
01/01/23  
to  
30/06/23

## Socials

### Impressions:

Facebook = 180k

LinkedIn = 34k

Instagram = 23k

Twitter = 20k

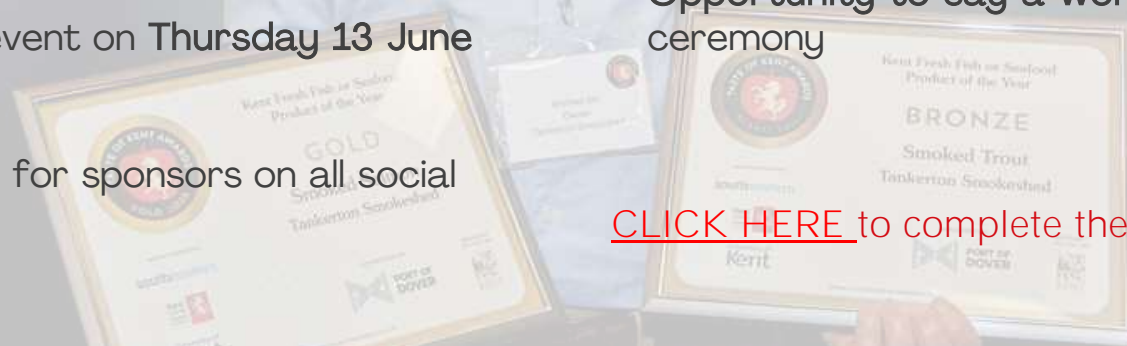


# Sponsor packages



Head Sponsor - £6000 + VAT

- Company logo and profile on Taste of Kent Awards website and all TOKA2024 marketing collateral
- A brand sponsor media tool kit you can use across your social platforms
- **Mention of head sponsorship** in all press release
- Opportunity to be part of the **judging process** for the awards
- **Two tickets** to the launch event on **Thursday 11 January 2024**
- **Ten tickets** to the Awards event on **Thursday 13 June 2024**
- **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
- 2m x 2m Exhibition stand at the Taste of Kent Festival event
- Extensive sponsor promotion at the Awards event
- Opportunity to say a word of welcome during the ceremony



[CLICK HERE](#) to complete the booking form

# Sponsor packages



## Regular Sponsor - £2500 + VAT

- Sponsorship of one business award category, or two product 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 on Thursday 11 January 2024
- Four tickets to the Awards ceremony on Thursday 13 June 2024
- Sponsor promotion at the Awards event with the sponsored categories
- Company name and logo displayed on award and award certificate

[CLICK HERE](#) to complete the booking form



## Key Benefits of becoming a TOKA sponsor



- Great exposure for your company/brand in lead up to and post awards
- Extensive networking opportunities at the TOKA launch event and Taste of Kent Festival & Awards
- Raise your brand credibility by aligning your business to the recognised TOKA 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



# What people said about the 2023 Event



*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, 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, 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, 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, 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, Woodchurch Wines**





# PINK and McCullough Moore



Floortje Hoette  
Chief Executive



Jill Sargent  
Business Development



Billie Moore  
Managing Director



Natalie Harud  
Event Manager



Jo Gurr  
Marketing & Social Media



Natasha Moore  
Marketing Manager



# Contact

Floortje Hoette

07734 058309

[Floortje.Hoette@ProducedinKent.co.uk](mailto:Floortje.Hoette@ProducedinKent.co.uk)



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