



Taste of Italy in Chelmsford named as Britain's Best Independent Pizza Restaurant

A pizza restaurant in Chelmsford was named as Britain's best Independent Pizza Restaurant at the annual PAPA Industry Awards held last night at the Royal Lancaster, London

Taste of Italy, a leading independent pizzeria dedicated to crafting artisanal pizzas with a dash of Italian flair, was announced as the winner for the Independent Pizza Restaurant Award at the 2023 PAPA Industry Awards. This prestigious honour is a testament to Taste of Italy's unwavering commitment to creating exceptional pizza experiences for its customers.

The Pizza, Pasta & Italian Food Industry Awards is an annual event that recognises and celebrates excellence within the Italian food industry, placing a particular emphasis on the quality and innovation in pizza and pasta cuisine. Winning the Independent Pizza Restaurant Award this year marks Taste of Italy as a standout player in the independent pizza restaurant scene.

"We are absolutely thrilled to be the winners of the Independent Pizza Restaurant Award at the PAPA Industry Awards 2023. The news is still settling in!" said Sergio and Lucia, the owners of Taste of Italy.

"This recognition is a reflection of the hard work and passion of our entire team. We've always aimed to create a pizza experience that is uniquely Italian, and this award is a testament to our dedication."

In addition to its extraordinary pizza, Taste of Italy is also known for its warm and inviting atmosphere, which complements the culinary experience. The pizzeria's cozy ambiance and friendly staff create a welcoming environment that encapsulates the essence of Italy.

Jim Winship, director, of The Pizza, Pasta & Italian Food Association, said: "Taste of Italy has earned this esteemed award through its unwavering dedication to the art of pizza making, using authentic ingredients imported from Italy and unique flavour combinations that transport diners on a culinary journey to Italy.

"The pizzeria's commitment to delivering a truly Italian pizza experience has resonated with pizza enthusiasts and critics alike, making it a cherished destination for pizza lovers."

Taste of Italy's menu is a celebration of the art of pizza-making, with a wide array of handcrafted pizzas that are lovingly prepared by a team of talented pizzaiolos who are deeply passionate about pizza. From the crisp, wood-fired crust to the creative toppings, each pizza reflects the pizzeria's dedication to upholding the traditions and flavours of Italy.

Jim continued: "The pizza restaurant is a firm favourite with the British public when it comes to dining out. This award celebrates the very best of the independent restaurants.

"Sergio & Lucia are the true essence of what a standout restaurant looks like. Their passion and dedication are seen not only in the service they operate, the food they create but also the team they have built too. It's a true local business serving local customers and giving them an authentic Italian experience."

"The PAPA Awards is always a highlight in the calendar, and it is also a precursor to the annual [National Pizza Week](#), a seven-day celebration aiming to support the industry and celebrate the nation's love of pizza. With all the events at this time of year, some say it's pizza season in the industry. Yet, we like to think that pizza is in season no matter what the time of year!

"We know that independent retailers up and down the country will be getting involved in National Pizza week, so why not support Taste of Italy then by trying out one of their tasty creations."

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Editors Notes:

The Pizza, Pasta & Italian Food Association (PAPA) is the only formal trade body in the UK representing the broad pizza and Italian food and drink industry. Simply put, they help their members to do better business, whether it be in challenging legislation on their behalf, helping

them to understand the impact of changing markets and legislation on their business or in bringing their members together to network and learn. They do all they can to boost the profile of and the opportunity in the pizza, pasta and Italian food market, giving their members – whether they are manufacturers, suppliers or restaurateurs – the best platform from which they can trade.

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