



## **BFFF LAUNCH ULTIMATE AWARDS**

I am delighted to advise that our Annual Awards for new products are now officially launched. The 2008 Annual Awards will once again seek to recognise, reward and publicise the advancements of quality initiatives in frozen food and ice cream.

BFFF members are, through their vision and commitment, developing and producing new products each year that meet and exceed consumers and caterers expectations in taste, quality and convenience.

Our Annual Awards provide a major PR platform for successful companies each year. Past winners from both manufacturers and own label brands demonstrate the undoubted sales success that winning the BFFF Annual Awards generates. Such is the standing of our Annual Awards scheme, that many companies make winning a BFFF Award a major business objective and work throughout the year to achieve success.

The Annual Awards are unique as the retail entries are judged by the ultimate experts – panels of consumers throughout the United Kingdom, under formal market research procedures. The catering entries are judged by qualified professionals including representatives of The Craft Guild of Chefs. All products are prepared according to the manufacturers instruction and are assessed on an individual basis.

The BFFF Annual Awards are extremely prestigious and if you wish to enjoy the benefits of winning our Awards you need to be in it to win it.

The BFFF team take great care in ensuring that your products are well cared for throughout the judging procedures, right up to the announcement of the results, which will take place at the BFFF Gala Dinner Dance. The Gala Dinner Dance is an incredibly popular event and you must put in your diary now that the Gala Dinner Dance and Annual Awards presentation evening will take place on the evening of Thursday 12<sup>th</sup> June 2008 at the London Hilton on Park Lane.

We hope you will be one of the companies winning the accolades on that evening and we look forward to receiving your entries by no later than Friday 18<sup>th</sup> January 2008. Please do not miss out on this fantastic opportunity by processing your entries on time.

**For information on the Gala Dinner Dance phone Lynn Thomas/Jilly Ratty – 01476 515305**

**For extra entry forms for the Annual Awards phone Graeme Day – 01476 515302**

BFFF  
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