



BFFF ANNUAL AWARDS FOR FROZEN FOOD PRODUCTS

Product recognition

As part of a progressive company which values its product development, then you will no doubt be aware that this time of the year brings the arrival of the brochure and entry form for the **BFFF Annual Awards for Frozen Food Products**. This unique Awards Scheme is designed exclusively for the frozen food industry and recognises and rewards the contribution made by the people and companies who bring the winning products into the marketplace.

The development of new frozen food products in both the retail and foodservice sectors continued unabated throughout 2006 and since the last Awards presentation the track record of winners is stronger than ever, with the award-winning products appearing in both frozen food cabinets and on restaurant menus.

It is worth reiterating that it is irrefutable that the BFFF Awards Scheme counts. The track record of winners appearing in the frozen food cabinets and on menus simply speaks for itself. BFFF members should now have received their brochures and application forms directly by post. We take this opportunity to inform the very important customers of the industry, i.e. the retail and foodservice buyers, which categories are open for entry. Both branded and non-label products are eligible for entry.

We anticipate another year with high levels of participation by BFFF members in this very important and influential Awards Scheme. The BFFF team are eager to see the products that will be appearing in this year's awards scheme and they will make contact with entering companies, ensuring that your products are well cared for through the judging procedures and right up to the announcement of the results, which will take place at the BFFF Gala Dinner Dance.

Gala Dinner Dance – Popular choice, so don't miss out.

If it's the second Thursday in June, then it must be time for the industry to get together.

We look forward very much to seeing our members and their guests at the **Gala Dinner Dance and Awards Presentation Evening** which will take place on the evening of **Thursday, 14th June 2007 at the London Hilton on Park Lane – an important date for your diary.**

We hope YOU will be one of the companies winning the accolades on that evening.

Please note: Deadline date for entries is **FRIDAY 19TH JANUARY 2007**

BFFF

20th December 2006