



Press Information

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BFFF LAUNCH ULTIMATE AWARDS

The well-established **British Frozen Food Federation (BFFF) Annual Awards for New Products** has now been launched. The 2007 Awards seek to, once again, 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 even exceed consumers' and caterers' expectations in taste, quality and convenience.

The BFFF 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 Awards generates. Such is the standing of the Awards scheme, that many companies make winning a BFFF Award a major business objective and work throughout the year to achieve success.

The Awards are unique as the Retail entries are judged by the ultimate experts – **panels of Consumers** through out 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' instructions and are assessed on an individual basis.

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You can be sure it's fresh – if it's frozen

BFFF LAUNCH ULTIMATE AWARDS (continues)

Alf Carr OBE, BFFF Director-General says, " The BFFF Annual Awards are prestigious and achieve many objectives. A major objective is to promote the consumption of frozen foods in both the retail and catering sectors. In previous years, winners have attracted coverage across a wide range of publications in the UK and worldwide, plus television and radio exposure in the UK.

Some companies generate promotional ideas either in-store or in catering outlets and might include winner flashes or add the BFFF logo to their product packaging. Companies may also highlight winning in their in-house magazine informing customers, shareholders and employees of their success. Those companies who are successful take the opportunity to widen consumer awareness and stimulate greater purchases for their award winning frozen products".

Editors Note:

Previous winners include the following brands:-

Aunt Bessie's	Sainsbury's	Aviko
Patak's	Marks & Spencer	Movenpick
Dr. Oetker	Tesco	Emile Tissot
Schwan's	Brakes	Bernard Matthews
Asda	3663	KK Fine Foods
Morrison's	Delice de France	H.J.Heinz Co.
Iceland	Aulds Food	Delifrance UK

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For further information, please contact:-

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