

British Frozen Food Federation

2007 ANNUAL AWARDS

PRESS INFORMATION



CATERING SECTOR

Best New Bakery/Pastries Product

PREMIERE FOCACCIA

from

BRAKES

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MORE GOLD FOR BRAKES WITH PREMIERE FOCACCIA

At a Presentation Ceremony which was held at a Gala Dinner Dance at the London Hilton Hotel on the 14th June, the British Frozen Food Federation announced that the winner of the **Best New Bakery/Pastries Product** Category of the **Catering Sector** for 2007 is **PREMIERE FOCACCIA from BRAKES**

This mouth wateringly good product is described as being a fully baked focaccia delivering the perfect Italian experience. It's soaked with extra virgin olive oil (first pressed) and then topped with rock salt and rosemary for great flavours and a taste of the Mediterranean. Our catering judges certainly agreed with that description. One described it as "well flavoured, light and soft, great size and it will be on tomorrow's menu". "Could taste all the flavours, oils etc". Another judge said "nice presentation, good size and shape, good colour, nice dough very good flavour, rosemary and virgin olive oil".

Delice de France Plc have built on their gold award in the Best New Multi-Portion Product with a silver award in the Best New Bakery/Pastries Sector with their "La Brea" Assorted Dinner Rolls product.

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The “La Brea” bakery range of artisan breads is exclusive to Delice de France Plc in the UK.

Our judges were certainly impressed with this entry. One said “nice idea”. “Good presentation, excellent colour”. “Crisp outer, good flavour, good all round product”. Another added “good basic selection in pack”. “Cooking instructions correct”. “Four varieties. Very good ciabatta quality”.

The bronze award goes to Giles Foods Ltd. with their “Pain Artisan” Pain de Campagne. This is great news for Giles who have just completed the final phase of building a state of the art bakery at a cost of over £5 million pounds. Baguettes, Ciabatta, Focaccia, Flatbread, slices and tear and share all come out of this highly flexible new facility. Our catering judges were suitably impressed with one saying “super appearance – natural”. “Good crisp crust”. Whilst another judge said “great looking rustic bread”. “good taste, lovely crust, light centre”. “Good”.

Silver Award “La Brea” Assorted Dinner Rolls from
Delice de France Plc

Bronze Award “Pain Artisan” Pain de Campagne from
Giles Foods Ltd.

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