

British Frozen Food Federation

2007 ANNUAL AWARDS

PRESS INFORMATION



RETAIL SECTOR

Best New Dessert/Confectionery Product

“WAITROSE” LEMON & MASCARPONE TERRINE

by

INDULGENCE PATISSERIE LTD.

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WAITROSE SHOWS HOW TO WIN WITH INDULGENCE

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 Dessert/Confectionery Product** Category of the **Retail Sector** for 2007 is **“WAITROSE” LEMON & MASCARPONE TERRINE from INDULGENCE PATISSERIE LTD.**

The mouthwateringly good Gold Award winner is described as having layers of lemon soaked sponge fingers and rich lemon mascarpone cream laced with a light lemon liqueur. It was a gold for Indulgence at their very first attempt.

Our consumer panellists certainly agreed with the product description in fact as one panellist said, ‘It melts in the mouth’, whilst another said, ‘Delicious and delightful’ and yet another said, ‘I will definitely buy it, I liked it very much, a touch of luxury’.

Selling at £3.99 our consumers were more than happy to pay for such an indulgent and delicious treat.

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In a very tightly fought contest, the silver award went to “Morrisons The Best” Normandy Apple Tarte product by Fromages de France Ltd. Yet another win for a retailer premium brand, this product at £2.99 received rave reviews from our panellists.

The Bronze Award winner this year was Greencore Frozen Foods for their “Pudz” Sticky Toffee Pudding. “Pudz” is a new indulgent range of puddings, launched by Greencore Frozen Foods in Autumn of 2006.

It’s not hard to see why the confectionery and desserts category is the star of the frozen food revival. TNS data shows that the confectionery and desserts market is growing at an incredible 7.0% year over year based on TNS data for the 52 weeks to the 25th March 2007. It is no coincidence that the winners of this category this year are indulgent products that reflect the aspirational needs of the discerning consumer.

Silver Award **“Morrisons The Best” Normandy Apple Tarte** from
Fromages de France Ltd.

Bronze Award **“Pudz” Sticky Toffee Pudding** from
Greencore Frozen Foods.

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