

British Frozen Food Federation

2007 ANNUAL AWARDS

PRESS INFORMATION



RETAIL SECTOR

Best New Fish-Based Product

“TESCO” STEAM KING PRAWNS WITH CHILLI AND CORIANDER

from

ANCHOR SEAFOODS LTD.

- oOo -

CONSUMERS LOVE TESCO’S NEW FISH RANGE

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 Fish-Based Product** Category of the **Retail Sector** for 2007 is **“TESCO” STEAM KING PRAWNS WITH CHILLI AND CORIANDER made by ANCHOR SEAFOODS LTD.**

What a terrific result for Tesco who relaunched the entire fish category in Autumn of 2006. A consumer panellist described the Gold winning product as ‘Superb product with a good balance of flavours’. They also said ‘It was very good value and would be handy either as a starter or main course.’

The product is simple and user friendly. The sauce pellet combines with the juices to produce a perfect creamy sauce every time. The whole process takes less than 6 minutes.

Cont'd

Lakeside came close to a rare double having won last year's Gold Award. This year they had to settle for a silver with their "Northern Catch" Lemon and Pepper Sole Goujons, which is a remarkably high quality product for the very reasonable price tag of £1.99.

The Bronze winner was yet another success for Tesco and Anchor Seafoods with their "Tesco Finest" 2 Canadian Lobster Tails, which retails for an amazing £10.00. The lobsters are pot caught off the East Coast of Canada and the Gulf of St. Lawrence and provide superb quality lobsters.

The fish market has been in growth for quite some time and continues to grow further with the latest TNS data for the 52 weeks to the 25th of March showing the fish sector growing at 5.3%. The introduction of such superb quality products as evidenced by our list of winners shows why consumers continue to applaud the enhanced quality being offered by both retailers and suppliers.

Silver Award **"Northern Catch" Lemon and Pepper Sole Goujons** from
Lakeside Food Group Ltd.

Bronze Award **"Tesco Finest" 2 Canadian Lobster Tails** from
Anchor Seafoods Ltd.

CONTACTS

Anchor Seafoods Ltd.
Contact: **Mr. A. Townsend**
Tel: **01444 400363**

Lakeside Food Group Ltd.
Contact: **Mr. G. Irvine**
Tel: **01603 813888**

British Frozen Food Federation
Tel: **01476 515300**
www.bfff.co.uk