

# British Frozen Food Federation

## 2007 ANNUAL AWARDS

PRESS INFORMATION



14<sup>th</sup> June 2007

### RETAIL SECTOR

#### Best New Ice Cream/Ice Cream Dessert Product

**“MARKS & SPENCER” TOFFEE HONEYCOMB DAIRY ICE CREAM**

from

**R & R ICE CREAM UK LTD.**

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### R & R CONTINUE THEIR WINNING STREAK

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 Ice Cream/Ice Cream Dessert Product** Category of the **Retail Sector** for 2007 is **“MARKS & SPENCER” TOFFEE HONEYCOMB DAIRY ICE CREAM from R & R ICE CREAM UK LTD.**

Our consumer panellists were falling over themselves to extol the virtues of this truly wonderful product. One said, ‘Very, very nice. Mmmm’, whilst another said, ‘Excellent product and just a little different’, whilst yet another said, ‘Very tasty – would be a definite winner with the family for flavour’.

Marks & Spencer are selling this 950 millilitre tub at an rsp of £2.99 but has been on promotion for an incredible two for £4.00 – a must buy in anybody’s language.

This delicious product is made from creamy toffee dairy ice cream with swirls of rich toffee sauce and loaded with chocolate covered honeycomb pieces.

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The Silver Award this year went to Asda Stores Ltd. for “Asda Extra Special” Caramel Butterscotch Crunch Ice Cream. This luxury ice cream was made with fresh whole milk, double cream, free range eggs, muscovado sugar which gives a creamy texture and a rich, toffee flavour. This is yet another retailer winning one of our awards with their premium label. TNS reports for the 52 weeks ending 3<sup>rd</sup> December 2006 that the indulgent end of the ice cream market had grown by 36% year on year.

The Bronze Award this year has gone to The “Skinny Cow” 4 Tropical Whirl Smoothies made by the ever successful R & R Ice Cream UK. R & R Ice Cream are on a sure fire winner with this rapidly growing brand that can deliver such a delicious treat on a stick for only 83 calories.

**Silver Award**      **“Asda Extra Special” Caramel Butterscotch Crunch Ice Cream from Asda Stores Ltd.**

**Bronze Award**      **The “Skinny Cow” 4 Tropical Whirl Smoothies from R & R Ice Cream UK**

**CONTACTS**

**R & R Ice Cream UK Ltd.**  
Contact: **Mr. J. Lambert**  
Tel: **01677 423397**

**Asda Stores Ltd.**  
Contact: **Asda Press Office**  
Tel: **0113 243 5435**

**British Frozen Food Federation**  
Tel: **01476 515300**  
**[www.bfff.co.uk](http://www.bfff.co.uk)**