

British Frozen Food Federation

2007 ANNUAL AWARDS

PRESS INFORMATION



RETAIL SECTOR

Best New Pizza, Savouries and Savoury Bread Product

“THE DEEP CRISP” 4 CHEESE & RED ONION PIZZA

from

DR. OETKER (UK) LTD.

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DR. OETKER PICKS UP GOLD ACCOLADE

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 Pizza, Savouries and Savoury Bread Product** Category of the **Retail Sector** for 2007 is **“THE DEEP CRISP” 4 CHEESE & RED ONION PIZZA from DR. OETKER (UK) LTD.**

Dr. Oetker's "The Deep Crisp" stands out against other deep pan competitors by having a larger 25cm diameter base which is topped to the edge, delivering a superior taste experience. Dr. Oetker's "The Deep Crisp" is being backed by a £6 million marketing spend across 'above the line' advertising, PR and sampling during 2007/8.

Consumers loved the product with one of the consumers saying, 'Flavour came through – texture was as it says, soft in the middle and crisp on the outside.' Whilst another consumer described it as 'one of the best I have tasted in frozen pizza'.

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The winner of the Silver Award this year is “Carlos” Luxury 2 Stonebaked Pepperoni Pizzas manufactured by Freiberger UK Ltd. Freiberger developed the concept to tap into consumer trends of weekend treats and indulgent. They used TNS data that showed that demand was growing for consumers for using frozen thin and crispy pizza for weekend treats.

The Bronze Award this year goes to Schwan's Consumer Brands UK Ltd. with their “Chicago Town™” 5 Cheese Takeaway Original Pizza & Cheesy Garlic Bread. Schwan's research shows that consumers spend £700 million per year on delivery and takeaway pizza and Chicago Town™ aims to target 5% of this spend. Schwan's are so confident of success in this category that they offer an ‘on pack taste guarantee’ which is running on 2 million packs across the range. Schwan's will give you your money back if your pizza does not taste as good as your usual takeaway.

Silver Award “Carlos” Luxury 2 Stonebaked Pepperoni Pizza from
Freiberger UK Ltd.

Bronze Award “Chicago Town™” 5 Cheese Takeaway Original Pizza &
Cheesy Garlic Bread from
Schwan's Consumer Brands UK Ltd.

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