

British Frozen Food Federation

2007 ANNUAL AWARDS

PRESS INFORMATION



Best New Poultry-Based Product

“TESCO” MEAL FOR ONE – PAN COOK ITALIAN CHICKEN & PASTA

from

MDC FOODS LTD.

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MDC FOODS STRIKES GOLD

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 Poultry-Based Product** Category of the **Retail Sector** for 2007 is **“TESCO” MEAL FOR ONE – PAN COOK ITALIAN CHICKEN & PASTA from MDC FOODS LTD.**

This superb product from MDC Foods Ltd. demonstrates richly why Tesco have seen their sales surge in their frozen food category, in part, through the introduction of even more premium quality products. Made from an authentic Italian style recipe with 100% chargrilled chicken breast, using more vegetables and less sauce, it is free from all artificial colourings, flavourings and preservatives. The product is ready to eat from frozen in 8 minutes and is available in a single person pack.

One of our panellists described this delicious product as ‘nice flavour, even the veg were crunchy and tasteful’ whilst another panellist said, ‘Wow, good tasty meal, I would certainly buy this, well done, Tesco’s.’

An amazing product that not only delivers great quality but at a rsp of £1.49, terrific value.

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The Silver Award this year went to “Waitrose” with Chicken Breast Chunks made by Moy Park Ltd. The product contains chunks of 100% chicken breast coated in light and crispy breadcrumbs. A great tasting product which sells at the very reasonable price of £2.19.

The Bronze Award winner this year is “Patak’s Original” Classic Chicken Tikka Masala. Patak’s continue to drive the brand with innovative new products and have built on last year’s Gold Award with yet another award for their delicious new product.

Silver Award “Waitrose” Chicken Breast Chunks from Moy Park Ltd.

Bronze Award “Patak’s Originals” Classic Chicken Tikka Masala from Patak’s Frozen Foods Ltd.

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