

British Frozen Food Federation

2007 ANNUAL AWARDS

PRESS INFORMATION



14th June 2007

RETAIL SECTOR

Retail Product of the Year

“MARKS & SPENCER” TOFFEE HONEYCOMB DAIRY ICE CREAM

from

R & R ICE CREAM UK LTD.

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BFFF ULTIMATE RETAIL ACCOLADE GOES TO MARKS & SPENCER

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 **Retail Product of the Year** for 2007 is **“MARKS & SPENCER” TOFFEE HONEYCOMB DAIRY ICE CREAM from R & R ICE CREAM UK LTD.**

M&S has delighted the City over the last two years with its drive for new products and value and frozen food is no different with the superb toffee honeycomb dairy ice cream product winning the top accolade at this year's awards ceremony.

The product is a delightful combination of creamy toffee dairy ice cream with swirls of rich toffee sauce and loaded with chocolate covered honeycomb pieces. The product normally has a rsp of £2.99 but has been on promotion at an incredible value of two packs for £4.00.

Our panellists were unanimous in their praise for this superb product and amongst the comments our panellists said, 'It looked good and tasted better', another said, 'very tasty, would be a definite winner with the family for flavour' and yet another said, 'really creamy and flavourful, delicious'.

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It came as no surprise that a luxury ice cream product would top our consumers' voting as TNS recently reported in the 52 weeks ending 3rd December 2006, the indulgent end of the ice cream market was up by 36% year on year. The ice cream market according to TNS data for the 52 weeks to the 25th March has grown at a very impressive 6.3% year over year whilst the total frozen market is also now showing significant growth at 1.7% year over year.

Brian Young, BFFF Director-General, commented that frozen food observers would be not in the least surprised that an indulgent premium quality product has scooped the top award this year. Frozen food consumers applaud enhanced quality and we are seeing that come through in every sector of the frozen food market.

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