

REWARDING THE BEST NEW PRODUCTS

INNOVATIVE, recently launched newly successful or problem solving products have been put under the microscope by FINE FOOD with the introduction of the Best Product Awards 2010.

A large number of manufacturers and suppliers to the industry have taken part in the competition launched several months ago and the finalists in the four categories are on show at this event.

The 16 finalists are on show at FINE FOOD and a winner will be announced in each category.

The competition has been sponsored by the two leading business magazine publishers in the industry – Review Publishing Co Ltd and Trade Publications Ltd.

“This is a first for the industry with the aim of recognising excellence and innovation – a role our magazines have been encouraging over many years,” said the two publishers Peter Mitchell (Review) and Chauncy Stark (TPL Media).

Each product entered was rated on 10 different criteria. For food and beverage products, the judging included taste, innovation, nutritional value, relevance and shelf life. And for the non-edible products, the judges looked at effectiveness, functionality, sustainability and cost effectiveness.

- June 2010 www.finefoodnz.co.nz



gftreets™

GFTreets Battered Fish

**Best New Retail Product Finalist
Fine Food Awards NZ 2010**

