

BFFF annual awards 2011

Retail Award Results

Sponsored by



RETAIL PRODUCT OF THE YEAR

"Party at Iceland" Double Chocolate & Raspberry Sensation Gateau by Iceland Foods Ltd

BEST NEW POULTRY-BASED PRODUCT

Gold	"Aldi - Oakhurst® Signature" 2 Chicken en Croutes with a Thai Green Curry Sauce	Lakeside Food Group Ltd
Silver	"Waitrose Frozen" Chicken and Leek Hotpot	Ferndale Foods Ltd
Bronze	"Asda Chosen by you" Chicken & Spinach Masala	MDC Foods Ltd

BEST NEW FISH-BASED PRODUCT

Gold	"Party at Iceland" 75 Piece Prawn & Seafood Platter	Iceland Foods Ltd
Silver	"Aldi - Northern Catch®" 4 Crispy Fish Parcels	Aldi Stores Ltd
Bronze	"Party at Iceland" Luxury Giant King Prawns	Iceland Foods Ltd

BEST NEW VEGETABLE-BASED PRODUCT

Gold	Bacon & Potato Crunchies	Iceland Foods Ltd
Silver	"Waitrose Frozen" Green Pesto	Loxtonfoodco
Bronze	Field Fresh Supersweet Sweetcorn	Birds Eye Ltd

BEST NEW MEAT-BASED PRODUCT

Gold	"Donald Russell" Lasagne	Millifoods Ltd
Silver	"Morrisons" 20 Mini Sausage & Stuffing Lattice Rolls	Northern Foods Frozen
Bronze	Easy Carve Boneless Gammon Joint with a Honey Glaze	Iceland Foods Ltd

BEST NEW PIZZA PRODUCT

Gold	Italian Stonebaked Sweet Chilli Chicken Pizza	Iceland Foods Ltd
Silver	Italian Style Pizza Pizzarante Speciale	Iceland Foods Ltd
Bronze	"Asda Chosen by you" Thin and Crispy Loaded Triple Pepperoni Pizza	Freiberger UK Ltd

BEST NEW SAVOURIES AND SAVOURY BREAD PRODUCT

Gold	"Waitrose Frozen" 6 French Butter Croissants	Waitrose Ltd
Silver	12 Irresistible Yorkshires Perfect for Chicken	Aunt Bessie's Ltd
Bronze	"Tesco Finest*" 6 Beef Dripping Yorkshire Puddings	Greencore Frozen Foods

BEST NEW ICE CREAM/ICE CREAM DESSERT PRODUCT

Gold	"Duchy Originals from Waitrose" Organic Sandringham Strawberry Ice Cream	Waitrose Ltd
Silver	"Morrisons" 9 Ice Cream Chocolate Temptations	Icefresh Foods Ltd
Bronze	"Nestlé®" Rolo Potz	R&R Ice Cream UK Ltd

BEST NEW DESSERT/CONFECTIONERY PRODUCT

Gold	"Party at Iceland" Double Chocolate & Raspberry Sensation Gateau	Iceland Foods Ltd
Silver	Extra Large Caramel Apple Crumble	Iceland Foods Ltd
Bronze	Baileys® Dome Gateau	Coppenrath & Wiese (U.K.) Ltd