

Only the best of the best for Fairlady Consumer Awards

This year, The Fairlady Consumer Awards introduced nine new categories in response to reader demand, including 'Best South African Olive Oil' (won by Willow Creek Estate Blend Extra Virgin Olive Oil), 'Best South African Produced Craft Beer' (won by Van Hunks Pumpkin Ale) and 'Best Feta Cheese' (won by Lancewood Plain Feta), among others.



Some top producers celebrated repeat wins from 2013, including Chilli Blitz/Trikumdas Gajjar Brand for 'Best Spice & Condiments'; Creation Reserve Pinot Noir for 'Best Pinot'; Merci Finest Selection for 'Best Sweets & Chocolates Over R30'; and Leapfrog LeapPad Ultra for 'Best Toys For Kids Over 3 Years'.

Leading retailer Woolworths also walked away with three top honours. These included 'Best Breakfast Cereal' (Woolworths Steel Cut Wholegrain Oats), 'Best Kitchen Cupboard Item under R30' (Woolworths Medium Egg Noodles), and the coveted 'Best South African Household Product' (Woolworths Restaurant Grade Charcoal). Ilse van der Merwe for The Food Fox, closely followed by Bernice Griffiths, won the 'Best Food Blogger' award, the only category voted for by readers of Fairlady magazine.

Winners

Best food & drink categories

- Best Lunchbox Snacks & Treats: Adults - Loacker Classic (all variants)
- Best Lunchbox Snacks & Treats: Kids - Venco Schoolkrijt
- Best Spices & Condiments: Chilli-Blitz/Trikumdas Gajjar Brand (repeat win from 2013)
- Best Breakfast Cereal: Woolworths Steel Cut Wholegrain Oats
- Best Kitchen Cupboard Item over R30: Chaloner Olive & Chilli Marmalade
- Best Kitchen Cupboard Item under R30: Woolworths Medium Egg Noodles
- Best Sweets & Chocolates over R30: Merci Finest Selection (repeat win from 2013)
- Best Sweets & Chocolates under R30: Ritter Sport Chocolates (various flavours)
- Best South African Olive Oil: Willow Creek Estate Blend Extra Virgin Olive Oil
- Best Tea: Dilmah t-Series Loose Leaf Teas in Tin Caddy (range of flavours)
- Best Instant Coffee: Antigua Organic Freeze Dried Coffee
- Best Hot Chocolate: Nomu Decadent Hot Chocolate
- Best Feta Cheese: Lancewood Plain Feta
- Best Cap Classique: Pink - Krone Rosa Vintage Cuvée Brut
- Best Cap Classique: White - Graham Beck Brut NV
- Best Pinot: Creation Reserve Pinot Noir (repeat win of 2013)

- Best Shiraz: Lothian Horny Owl Shiraz
- Best Chardonnay: Lothian Vineyards Chardonnay
- Best Sauvignon Blanc: Durbanville Hills Sauvignon Blanc
- Best Rosé: Pierre Jourdan Tranquille
- Best South African Craft Beer: Van Hunks Pumpkin Ale
- Best Whisky: Bain's Cape Mountain Whisky
- Best Cocktail: Huntley Cooper Pina Colada Spirit Cooler
- Best Ready-to-drink: Everson's Mulled Cider (RTD)

Best pet product category

- Best Pet Product: Pet Friendly Directory

Best household categories

- Best Kitchen Gadget: Fresh up Herb Scissors
- Best Pots and Pans: Circulon Infinite 24cm Skillet
- Best South African Household Product: Woolworths Restaurant Grade Charcoal
- Best Cleaning Product: Tools, Liquids, Soaps, Gels - Handy Andy Ultra Cream (spring, Arctic, Alpine Fresh)
- Best Small Electrical Appliance (Handheld and Countertop): Nutribullet

Best toys for kids over 3 years category

- Best Toys for Kids over 3 Years: Leapfrog Leappad Ultra (repeat win of 2013)

Best South African health product category

- Best South African Health Product: Vital Mince Rice Cakes

Best food blogger category

- Best Food Blogger: Ilse van der Merwe from The Food Fox

"Our readers ask us to test certain products and goods, which is why the categories in the Consumer Awards increase year on year," says Suzy Brokensha, editor of Fairlady. "It's a measure of our readers' reliance on the awards for their own purchasing choices."

Judges for the 2014 Fairlady Consumer Awards included food personality Jenny Morris, Fairlady's Suzy Brokensha (editor), Tasneem Larney (Test House online editor), Justine Kiggen (food editor), Robyn MacLarty (wine columnist),

Janine Nortjé (Pet's page columnist), as well as outside experts Kim Hofmann (dietician), Sally Kramer (independent consumer tester), Kathy Clayton (animal behaviourist and professional dog tester), Jenny Collins (editor of Your Pregnancy and Your Baby) and Helen Schoer (Editor of Baba en Kleuter).

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