

Say 'cheese' - 2014 Food Review new product award winners

The 2014 Food Review/Symrise New Product Competition (NPC) winners were announced on 18 September, at an awards event at Cape Town's Radisson Blu Hotel Park Inn. Having won the Individual Award category, Woolworths Mozzarella Stringy Cheese by Fairfield Dairy was named the Overall Winner of this year's competition.



Overall winners

Overall winner: Woolworths Mozzarella Stringy Cheese by Fairfield Dairy

First runner-up: Simba Lay's Deli Kettle Cooked Chips

Second runner up: Simba Lay's Popped

Individual Awards

Overall winner: Woolworths Mozzarella Stringy Cheese by Fairfield Dairy

First runner-up: Amarula Gold by Distell

Second runner up: JC Le Roux La Fleurette Non-Alcoholic by Distell

Range Awards

Overall winner: Simba Lay's Deli Kettle Cooked Chips

First runner-up: Simba Lay's Popped

Second runner up: Fresh Earth Bake House's Gluten Free Baked Range

Packaging Award

Futurelife ZERO Smart Food by Future Life Health Products

Editor's Choice Award

Fresh Earth Bake House's Gluten Free Baked Range

As the Overall Winner, the team behind the Woolworths Mozzarella Stringy Cheese by Fairfield Dairy has won an all-expenses paid trip to Anuga 2015, which takes place next year from 10 - 14 October in Cologne, Germany. A bi-annual event, Anuga is one of the leading food fairs for the retail trade and the food service and catering market. In 2013, the event hosted 6,777 exhibitors and attracted around 155,000 trade visitors from 187 countries.

The competition was sponsored by Symrise, a global supplier of fragrances, flavourings, cosmetic active ingredients and raw materials as well as functional ingredients.

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