

Products Award launched at The Good Food & Wine Show

The Spring Good Food & Wine Show, held last weekend at the Coca-Cola Dome, Johannesburg, from 23 to 26 September, featured Products Awards for the first time, the idea being to showcase and recognise innovation in the lifestyle industry and to allow consumers not only to sample their products, but also to review them.



The winners were chosen through a combination of expert and consumer feedback. On the first day of the show a judging panel, consisting of experts in the field of retail, marketing, production and the media, reviewed 122 products in total, judging them on attributes such as innovation, concept, quality, convenience and packaging.

Evaluating and reviewing

During the remaining three days, those attending the show visited the Product Awards pavilion where they spent considerable time evaluating and reviewing the products, and also giving feedback to the manufacturers.

The judges votes were combined with consumer votes to calculate, statistically, which products best met the definition of the various categories.

The winners were:

Category	Winner
Innovation	Nomu Chicken Fond
Concept & Quality	Koko Choc Dipppa
Packaging	Bistro Tea Herbal Tea
Convenience	Ina Paarmans Chicken Stock
Technology	Snappy Chef Induction Cooker
Grand Prix	Ina Paarmans Stock

The category winners received R350 000 worth of product research that will be carried out by The Nielsen Company. This will help winners to use the research to get better listings and expand their businesses. Also, winners had a guaranteed listing at the Pick n Pay on Nicol, a new store.

In addition, the Grand Prix winner got a free stand, worth R75 000, at next year's' Good Food & Wine Show. All winners will be invited to the Product of the Year Awards Ceremony to receive their awards and to meet key decision makers in the consumer goods industry.

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