

New categories for consumer awards

The annual Fairlady Consumer Awards has added 10 new categories, along with the call to enter, in the March issue of the magazine. The new categories are Organic Spices and Condiments, South African Craft Beer, South African Olive Oil, Ceylon Tea, Instant Coffee, Hot Chocolate, Herbal Tea, Feta Cheese, Cider and Ready-to-Drink, and Non-edible Pet Product.



This year, editor Suzy Brokensha expects even more entries, particularly with so many new categories added. "The new categories reflect how much more sophisticated South Africa is becoming when it comes to food, but they also underscore our greater awareness that local is lekker and that South Africa produces world-class products. We also have a reader competition attached to the voting process for the Readers' Favourites Survey."

The 2014 winners will be announced in the October 2014 issue of the magazine. All the winning products are entitled to use the Fairlady Consumer Award 2014 Winner sticker, a eye-catching booster in the crowded retail environment, and extensive coverage in the magazine and on testhouse.fairlady.com.

Judges this year include Brokensha; Fairlady test house online editor Tasneem Larney; celebrity chef Jenny Morris, aka the Giggling Gourmet; Fairlady food editor Justine Kiggen; Pet's Page columnist Janine Nortjie and Fairlady wine columnist Robyn MacLarty (Food & Wine). Outside experts consumer tester, Sally Kramer, dieticians Kim Hofmann and Lila Bruk (Health), chairperson of Animal Behaviour Consultants of South Africa, Kathy Clayton (Pets) and Your Pregnancy and Your Baby magazine editor Jenny Collins and Baba en Kleuter editor Helen Schroeder (Baby's Toys).

The awards are open to all FMCG products and entries will be processed through the www.testhouse.fairlady.com online hub.

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