

MEDIA ALERT
EMBARGOED UNTIL 9AM, FEBRUARY 14 2014



Aussies reveal the must-have new products for 2014

-More than 16,000 Australians cast their vote in the Product of the Year Awards-

EMBARGOED UNTIL 9AM, 14 FEBRUARY 2014: A record number of Australians have put over 100 new products under the microscope to determine the winners of the 2014 Product of the Year Awards.

Leading research company Nielsen surveyed more than 16,000 household shoppers for the nation's largest consumer survey of product innovation, which reviews new products against criteria such as trial performance, value for money and overall satisfaction.

The resulting 43 winners across as many categories represent the most innovative and exciting new products on the Australian market today.

Beiersdorf proved the most innovative retail brand with four category award-winning new products, closely followed by ALDI, Panasonic, Reckitt Benckiser and Woolworths with three award-winning products each.

Sarah Connelly, Director of Product of the Year Australia, said the Product of the Year survey findings enable consumers to shop with confidence across a diverse range of retail categories.

"Now in its fifth year in Australia, Product of the Year has become the nation's ultimate litmus test of new product innovations as judged by the consumer," said Connelly.

"Whether you're doing your weekly grocery shop or investing in a major white goods purchase, Product of the Year acts as a trustworthy guide for navigating the retail market and takes the uncertainty out of purchasing a new product."

"Consumers can shop with ease knowing that every product displaying the Product of the Year sticker has been voted best in category by other consumers just like them."

The most competitive categories for Product of the Year 2014 were ready meals, sweet treats, household cleaning and over-the-counter medicine. These were awarded to Woolworths Bag N Bake, ALDI Chocolate Waves, 3M Scotch-Brite Stay Clean Scrub Sponge and Dish Cloth and Johnson & Johnson Codral Relief 6 Signs Cold & Flu Tablets respectively.



New products must have launched between 1 January 2012 and 31 August 2013 and be nationally available to qualify for entry.

For further information on Product of the Year visit productoftheyear.com.au or follow Product of the Year on Facebook at [facebook.com/ProductofYear](https://www.facebook.com/ProductofYear) or on Twitter [@ProductofYear](https://twitter.com/ProductofYear).

The 2014 Product of the Year Category Winners were:

Category Group	Product Brand	Winning Product
Appliances	Electrolux	Lavazza A Modo Mio Premium Milk Capsule Coffee Machine
Appliances	Electrolux	UltraSteam
Appliances	Panasonic	Panasonic Reverse Cycle Air Conditioner
Appliances	Panasonic	Panasonic 554L Stainless Colour Bottom Mount Refrigerator
Appliances	Panasonic	TH-P65VT60A FHD 3D Neo Plasma TV
Cooking	Huhtamaki	Chinet Bakeware
Cooking	Sunbeam Corporation	Sunbeam Dous Sous Vide and Slow Cooker
Drinks	ALDI Stores	Flavoured Hot Chocolate Capsules 8pk
Drinks	D.E Master Blenders 1753	Moccona Flavour Infused
Drinks	Tata Global Beverages Australia	100% Steamed Green Tea Pyramid Infusers 18s
Food General	Simplot Australia	Birds Eye Deli Seasoned Chips
Food General	ALDI Stores	Indian Curry Sauce with Spice Caps
Food General	ALDI Stores	Chocolate Waves
Food General	Kraft Foods	Cadbury Biscuits
Food General	The Jordans & Ryvita Company Australia Pty Ltd	Crisp Oat Clusters
Food General	Woolworths Ltd	Bag N Bake
Healthy Foods	Woolworths Ltd	Woolworths Select Seeded Rye and Quinoa Loaf
Healthy Foods	Coles	Coles Simply Gluten Free Frozen - Pizza Bases and Tenderloins
Healthy Foods	Coles	Coles Simply Gluten Free Biscuits
Healthy Foods	Rinoldi Pasta	Vetta High Fibre Pasta
Household Cleaning	3M	Scotch-Brite Stay Clean Scrub Sponge and Dish Cloth
Household Cleaning	Reckitt Benckiser	Finish Quantum with New Power Gel



Category Group	Product Brand	Winning Product
Kids / Parenting	Church & Dwight	Jumbo Wipes
Kids / Parenting	Rozibaby	Rozibaby First Generation Travel System Pram
Kids / Parenting	Sanofi Consumer Healthcare	Kids Vita Fizzies Multivitamin
Kids / Parenting	Woolworths Ltd	Macro Organic Baby Food Range
Outdoor/Gardening	Scotts Australia Pty Ltd	Gel Weedkiller
Personal Care	Bathox Australia	BX Earth Natural Australian BodyWash & Hand Care Wash
Personal Care	Beiersdorf	Pure & Natural Refreshing Cleansing Wipes
Personal Care	Beiersdorf	Stress Protect Anti-Perspirant Deodorant - Roll on
Personal Care	Beiersdorf	3-in-1 Energy Shower Gel
Personal Care	Beiersdorf	Pure & Natural Moisturising Day Cream for Normal & Combination Skin
Personal Care	Church & Dwight	Salon Divine Orchid Roll on Wax for Bikini & Underarm
Personal Care	Henkel	Ultimate Oil Elixir Serum
Personal Care	Johnson & Johnson Pacific	CODRAL® Relief® 6 Signs® Cold & Flu Capsules
Personal Care	Sanofi Consumer Healthcare	Gastrolyte Jelly Ice-Blocks
Personal Care	L'Oreal Australia	Olia
Personal Care	P&G	Pro-Health
Personal Care	P&G	ORAL-B BLACK 7000
Personal Care	Reckitt Benckiser	Nurofen Gel 100g
Personal Care	Reckitt Benckiser	Durex Mutual Climax 10 pack
Personal Care	Sanofi Consumer Healthcare	Complete Sleep Advanced
Pet Care	VIP Petfoods	All Natural Holistic Range

ENDS



Notes to Editor:

About Product of the Year

- Product of the Year (POY) is Australia's largest independent consumer survey of new products, with more than 16,000 household shoppers surveyed to determine the winners.
- Product of the Year is designed to reward innovation in consumer products across a range of categories. The ultimate purpose is to provide shoppers with a symbol that guides them to the best products in the category backed by the confidence of consumers just like them.
- Established 27 years ago in France, POY currently operates in 38 countries with the same purpose; to guide consumers to the best products in their market and reward manufactures for quality and innovation.

About the research

- Entries opened for the 2014 Product of the Year Awards on 8 April 2013 and closed on 2 August 2013.
- In September this year a 'Jury Panel' made up of 10 individuals ranging from media representatives to industry experts, attended a judging day where Product of the Year showcased all product entries to review and trial.
- The expert Product of the Year 'Jury Panel' created a shortlist of 108 products which went on to be reviewed and voted for in a national research study of more than 16,000 household shoppers conducted by Nielsen Australia in October.
- Judging criteria included:
 - *Product Relevance*
 - *Product Uniqueness*
 - *Product Excitement*
 - *Product Likeability*
 - *Value for Money*
 - *Likelihood of Purchase*
 - *Overall Satisfaction*
 - *Product recommendation*
- The Nielsen research period started in October 2013 with winners determined in November 2013.
- The winning products for the 2014 Product of the Year Awards were those that received the highest score in each category.

For any further information please contact:

Emma Lago

One Green Bean

emma@onegreenbean.com.au

02 8020 1829

or

Katie Raleigh

One Green Bean

katie@onegreenbean.com.au

02 8020 1827