



# THE MUST-HAVE PRODUCTS OF 2015 REVEALED

## MORE THAN 15,000 AUSTRALIANS VOTE IN THE SIXTH ANNUAL PRODUCT OF THE YEAR AWARDS

MORE than 15,000 Australian shoppers have had their voices counted in determining which new products are the most innovative in the 2015 Product of the Year Awards.

Leading research company Nielsen surveyed more than 15,000 consumers for the country's largest independent survey of household consumer innovation, which reviews new products against criteria such as trial performance, value for money and overall satisfaction.

The 44 winning products represent the most exciting new products on the Australian market today.

The most hotly contested categories included fresh ready to eat, allergy-free products and body care. Private label products from the larger retailers are also heavily represented with Aldi taking out eight categories, and were closely followed by Woolworths with five.

And for the first time, alcohol was included as a category with Brown Brothers winning the award for its Moscato and Sauvignon Blanc wine blend.

Product of the Year Australia Director Sarah Connelly said the annual Product of the Year survey, which has been running for six years, is the nation's ultimate consumer poll.

"Winning Product of the Year is a huge stamp of approval from the Australian public," Ms Connelly said.

"Shoppers can be confident when they are buying products -whether it be fresh food, beauty items or larger purchases such as appliances - that all the guess work has already been done by shoppers just like themselves."

New products must have been launched between 1 January 2013 and 1 August 2014 and be nationally available to qualify for entry.

### RESEARCH HIGHLIGHTS:

- One in three consumers claimed they are more likely to buy new products that won POY, significantly higher than last year.
- Awareness of the POY logo & award has a positive impact on purchase intention for products that won the award - over 50 per cent of those aware of POY were more likely to buy.
- Over half of those aware of POY who intend to buy new products that won POY were under 35 years old.

For more information, or to request an interview with Sarah Connelly, please contact:

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PRODUCT	BRAND	CATEGORY
Knoppers Biscuits	Knoppers (Aldi)	Sweet Biscuits
Banana Bread	The Cake Stall (Aldi)	Bakery Desserts
Disan Oxy Laundry Soaker and in Wash Booster	Disan (Aldi)	Household Cleaning
High Performance Surface and Cockroach Spray	Atlas (Aldi)	Pest Control
Flavoured Noodle Box	Asia Specialties (Aldi)	Microwave Meal Solutions
Den-twist Fresh Breath	Julius (Aldi)	Pet Care
Razor System 6 Blade with 2 Cartridges	Calibre (Aldi)	Male Grooming
Porcini Mushroom & Truffle Triangolis pasta	Orange and Green (Aldi)	Easy to Prepare Meals
SteamFresh Vegetables with Cheese Sauce	Birds Eye	Frozen Foods
Created with Jamie Soups	Created with Jamie (Woolworths)	Soups
Farmers' Own Milk	Farmers' Own (Woolworths)	Dairy and Cheese
Macro Snack Bites	Macro (Woolworths)	Healthy Snacks
Woolworths Gold Beef Burgers	Woolworths Gold	Fresh Meat
Gold Fresh Tasmanian Salmon	Woolworths Gold Fresh Tasmanian Salmon	Premium Deli
Palmer's Perfecting Facial Oil	Palmer's	Skin care - anti ageing
Nectra Hair Colour	Schwarzkopf	Hair Colour
Carefree Plus Liner for LBL	Carefree	Feminine Hygiene
Colgate Maximum Cavity Protection Plus Sugar Acid Neutraliser toothpaste	Colgate	Dental Care
Optic White Toothbrush + built-in Whitening Pen	Colgate	Teeth Whitening
Anathoth Farms Sweet Chill Relish	Barkers	Relishes
Garnier Micellar Cleansing Water	Garnier	Beauty - Cleansers
L'Oreal Paris Elvive Fibralogy Double Serum	L'Oreal	Hair Care
Capilano Honey- Light and Smooth & Dark and Bold	Capilano	Sweet spreads and sauces
Coles Brand Marinades	Coles	Sauces and Marinades
Coles Ready to Eat Chicken	Coles	Ready to Eat
Coles Brand 500ml Ice-Cream Range	Coles	Frozen Dessert
Nicabate Oral Strip	Nicabate	Quit Smoking Aid
Panadol with Optizorb	Panadol	OTC Medicine
Cadbury Picnic Block	Cadbury	Chocolate
Devondale Smoothies	Devondale	Cold Beverages
Finish Dishwashing Gel	Finish	Dishwashing
Veet Cold & Hot Waxes and Depilatory Creams	Veet	Hair Removal
Lipton Pyramid Teas and Fruit Infusions	Lipton	Hot Beverages
Vaseline Spray Moisturiser	Vaseline	Body Care
Lilydale Mini Roasts	Lilydale	Fresh Poultry
Scar Treatment	Bepanthen	Skin Care
Lightly Dried Herbs & Spices	Gourmet Garden	Herbs and Spices
Brown Brothers Moscato & Sauvignon Blanc	Brown Brothers	Alcohol
Tip Top Breakfast Toast	Tip Top	Bakery
Don Premium Smokehouse Ham	Don	Smallgoods
Jordan's Crunchy Oat Granola	Jordan's	Cereals
Pure-Bred Hamburger Buns	Pure Bred	Allergy-free foods
Bare Bar - The Clean Protein Bar	Slim Secrets	Health and Wellbeing
Sunbeam Master Series Maestro Toasters (4 slice)	Sunbeam	Small Appliance