

Local

Product of the Year Award show Aussie consumers value fresh food highly

September 9, 2014 12:16pm

Grant Jones NewsLocal



Jamie Oliver's line of products for Woolworths is among the nominees in the Product of the Year Award.

Fresh food is becoming increasingly important to consumers, with the category experiencing a surge in entries to the Product of the Year Award.

Packaged meal entries have increased 30 per cent from last year, according to the director of Product of the Year Australia, Sarah Connelly.

"Fresh has gone crazy this year," she said.



Spiced Lentil Soup Kit is one of a number of “ready to: snacks on the list.

Teeth whitening products and a scar treatment kit are two of the more unusual items included in the 100 submissions for this year’s Product of the Year Award.

Other food innovations included shelf-stable “ready-to” snacks such as a new tuna and pumpernickel bread and banana bread.

Woolworths’ Gold, a Jamie Oliver range and Coles “ready-to” packaged meals indicated supermarket shoppers are looking for quick, fresh and healthier pre-packaged dinner options, she said.

Other Stories



Ayris flaunts body in G-string bikini



‘We saw him spiral into a dark space’



Leila’s unfamiliar off-putting lisp

WHAT DO YOU THINK?

Tell us your favourite products below.

Product of the Year is the world's largest consumer-voted award. It exists in 42 other countries and is in its sixth year in Australia.

But the number of submissions in Australia this year levelled off, with entries down on last year from 120 to 116.

Ms Connelly said there was also a lack of investment in research and development.

“So much more money is being spent in price (reduction) and promotion but more money needs to be allowed to go back into R & D and innovation and new product development,” she said.



The judges for the Product of the Year Award.

On average, a category win can mean an increase of 10 to 15 per cent in sales, but sales increases of up to 50 per cent have been recorded.

All entries were put before a panel of experts, led by Channel 9 personality Lisa Wilkinson, and more than 16,000 Australian shoppers will be surveyed to determine the winners.

The panel included NewsLocal editor in chief Kathy Lipari, FMCG Council CEO Gary Dawson and Woman's Day editor in chief Fiona Connolly.

The winning products, which cost from \$1.50 to \$49.99, will be announced at an awards ceremony in Sydney in February.

Comments



Post a comment



More Stories



'I present to you my sister. Ninety days meth free': Before-and-after photo goes...

Lifestyle



First-time mum gives birth to Coast's first baby of 2016

this site



Passengers hospitalised after 'flight from hell'

news.com.au



Crowds cheer as woman caned

news.com.au



Giving up booze? Here's how much money you'll save

Daily Telegraph Business



'I was drunk, horny and alone': MP explains sex text scandal with 17-year-old job...

Daily Telegraph Business

Promoted Stories



'Sky pool' suspended between buildings

realestate.com.au



Best Credit Card To Have In 2016

Credit Card Finder



The "Solar Panel Rebate" (That We Are Not Allowed to Call a Rebate!)

Solar Quotes



8 Starlets Rejected From Playboy Magazine

Suggest



After losing 15 kilos Zoe is her bubbly self again

Lite n' Easy



He Showed Up On Just The Right Doorstep Christmas Night

Fuzzfix

Recommended by

Most popular NewsLocal stories

Rosie's restaurant making a difference

Weekend LocalShoppa deals start here



Family help treasured



Short Tee break before bright future



Sit back, relax and admire the homewares

Most Viewed

[New firefighting weapon revealed](#)

[Brush it off or toss it out?](#)



[Female P-plater, 17, killed after car hits pole](#)



[Was he victim or villain?](#)



[The 10 best bushwalks in Sydney](#)



More NewsLocal



Rosie's Restaurant

Rosie's restaurant making a difference



Old-style fun

Top 10 old-school games for kids



Food review

Absolutely heavenly dining



Bird brained

Curious case of the burrowing cockatoos



Holiday guide

Where to go and what to do

Follow Us



A NOTE ABOUT RELEVANT ADVERTISING: We collect information about the content (including ads) you use across this site and use it to make both advertising and content more relevant to you on our network and other sites. This is also known as Online Behavioural Advertising. You can [find out more about our policy and your choices, including how to opt-out here.](#)

BACK TO TOP ▲

SUBSCRIBE

LOG IN

Help

More News Corp Sites

Privacy Policy

Site Map

Subscription Terms

Digital Print Edition

Contact Us

Terms of Use

Relevant Ads Opt-out

Cookie Policy

Group/Corporate Subscriptions