



THE BEST PRODUCTS OF 2016 REVEALED

MORE THAN 14,000 AUSTRALIANS VOTE IN THE SEVENTH ANNUAL PRODUCT OF THE YEAR AWARDS

AUSTRALIA'S most innovative new products have been revealed in the annual consumer-voted Product of the Year Awards 2016.

Research company Nielsen surveyed more than 14,000 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 46 winners represent the most exciting new products on the Australian market today.

Budget supermarket chain Aldi performed strongly, winning 12 of the categories awarded.

Product of the Year Director Sarah Connelly said shoppers are certainly more open to trying Aldi's products.

"It's all about value for money and shoppers won't be swayed by cheap and inferior products – not for long anyway – so the quality has to be there to make an impact and result in repeat purchases."

Some of the most hotly contested category sectors included beauty, fresh ready-to-eat meals and sides as well as household cleaning. While Aldi came away with 12 wins, Woolworths had six while Coles had four. Unilever also came in with six wins across a broad spectrum of products including their Dove Beauty products as well as ice-cream. And Buderim Ginger, based on Queensland's Sunshine Coast, also had two wins for its Ginger Beer and Pear drink and its Macabella Choc'macadamia Spread.

Ms Connelly said she was delighted with the range and overall quality of the innovations presented this year.

"There have been innovative improvements to household name brands like Dove and exciting new meal solutions to make our lives easier," she said.

"Brands and private label products from the supermarket chains

are really stepping up to meet consumers' appetite for new products which are useful and relevant to them."

Ms Connelly said winning Product of the Year was a huge stamp of approval for shoppers.

"Shoppers can rest assured that these products have been voted for by people just like them, and whether they are buying large household appliances, beauty products or everyday grocery items – that all the guess work has already been done," she said.

KEY RESEARCH FINDINGS:

- More than 35 per cent of shoppers said they would buy a new product if it won Product of the Year.
- Younger shoppers are more likely to buy products with the Product of the Year logo than older shoppers.
- Over half of shoppers claim to have bought new products in the last 12 months. Trialists of new products are more likely to be female and be in the 25-54 year age groups.

When choosing a new product, shoppers are most likely to take special promotions, price and the interesting look of the product into account.

To arrange an interview with Sarah Connelly, please contact:

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PRODUCT	BRAND	COMPANY	CATEGORY
Nexcare™ Blister Waterproof Strips	Nexcare™ Brand	3M	Wound Care
Moser Roth Mousse Assortment 187.5G	Moser Roth	Aldi	Chocolate Blocks
Specially Selected Desserts In Glass 60G	Specially Selected	Aldi	Desserts/ Pastries
Green Action Dishwashing Liquid 600ML	Green Action	Aldi	Dishwashing Liquid
Logix Dishwashing Tablets 30Pk	Logix	Aldi	Dishwashing Tablets
Power Force® Household Wipes 50Pk	Power Force®	Aldi	Household Cleaning
Trimat Advanced Laundry Liquid Sensitive 1L	Trimat Advanced	Aldi	Laundry Liquid
Anco Concentrated Fabric Softener Soft Sensations 4X1L	Anco	Aldi	Laundry Softeners
Atlas Enviroshield Fly Spray 350G	Atlas	Aldi	Pest Control
Casa Barelli Italian Ristorante Flavoured Pizza Bases 2Pk	Casa Barelli	Aldi	Pizza
Specially Selected Pasta Sauces 400G	Specially Selected	Aldi	Sauces
Berg Deli Ham Off The Bone 175G	Berg Deli	Aldi	Smallgoods
Deli Originals Snack N Go 80G	Deli Originals	Aldi	Snacks To Go
The Quick Touch™ Crisp – Inverter Microwave With Short Cuts & Crisper Pan	Breville	Breville	Cooking Appliance
Brown Brothers Grape Tree	Brown Brothers	Brown Brothers	Liquor
Ginger Beer & Pear	Buderim Ginger	Buderim Ginger	Beverage
Macabella Choc'macadamia Spread	Macabella	Buderim Ginger	Spreads
Single Serve Gravy & Finishing Sauce	Gravox	Cerebos	Stock/Gravy
New Flavours In Grill Range	Grill	Coles	Easy Entertaining – Meat
Frozen Crumbed Fish	Coles Brand	Coles	Frozen/ Ready To Heat – Fish"
Slow Cooked Ready To Pull Meats	Coles Made Easy	Coles	Meal Solution – Meat
Microwavable Soup Pouches	Coles Brand	Coles	Soup
Hydro Boost Water Gel	Neutrogena	Johnson & Johnson	Skin Care
Coconut Milk Unsweetened	Vitasoy	Lion Co	Healthy Living
Slow Cooked Duck For You – Duck Legs	Luv-A-Duck	Luv-A-Duck	Ready To Eat – Poultry
Mater Nappies	Mater Maternity and Baby Care Product Range	Mater Health Services	Baby Care
Mccain Roasts	Mccain	McCain Foods	Frozen Sides
Certified Organic Petfood – Single Serve	Nature's Gift	Nature's Gift Australia	Pet Food
Nescafe Blend 43 Smooth & Creamy	Nescafé	Nestlé	Coffee
Voltaren® Osteo Gel 12 Hourly®	Voltaren®	GSK Consumer Healthcare	Pain Relief
Platemate L&P Plates	Platemate	Possibilities Management Group	General Household
Betadine Sore Throat Lozenges	Betadine	Sanofi	OTC Medicine
Brown Rice Chips	Sunrice	Sunrice	Entertaining/Snacking (Gluten Free)
Street Snack	Sunrice	Sunrice	Heat and Serve – Snacks/ Sides
Dove Original Deodorant Aerosol	Dove	Unilever	Deodorant
Dove Hair Therapy Daily Moisture Shampoo & Conditioner	Dove	Unilever	Hair Care
Fruttare Smoothie	Fruttare	Unilever	Ice Cream – Single Serve
Blue Ribbon Golden Gaytime Classic 1.25L Tub	Blue Ribbon Golden Gaytime	Unilever	Ice Cream – Tubs
Intensive Care Spray Moisturiser	Vaseline	Unilever	Moisturiser
Beauty Cream Bar	Dove	Unilever	Skin Cleanser
Woolworths Reduced Sugar Cereal 300g	Woolworths	Woolworths	Cereal
Macro Thai Style Carrot Dip 200g	Macro	Woolworths	Dips
Free From Gluten Bread 550g	Free From	Woolworths	Gluten Free Bakery
Woolworths Gold Vintage Cheddar Cauliflower Cheese 595g	Gold	Woolworths	Heat and Serve – Fresh Vegetable Sides
Woolworths Gold Savoury Biscuits	Gold	Woolworths	Entertaining/Snacking
Created with Jamie Bombay Chicken Meal Kit	Created with Jamie	Woolworths	Meal Kits