



AUSTRALIA'S NEWEST & MOST INNOVATIVE PRODUCTS ON DISPLAY

NATURAL, HEALTHY AND EXOTIC LEAD THE CHARGE

Natural, healthy and exotic ingredients are the latest trends to tempt shoppers as the very best and brightest of Australia's most innovative new products are put to the test.

The Product of the Year 2017 Jury Panel met in Sydney today to taste, test and score a host of new products on the Australian market.

It's the first step in the annual Product of the Year Award process, in which the Jury Panel, headed up by Nine Network personality Lisa Wilkinson, shortlist the entrants vying for the title.

The next step is to send the jury's results to Nielsen, who then survey more than 14,000 Australian shoppers to find the individual category winners.

Product of the Year Director Sarah Connelly said that every year they see an increase in products that are designed to meet the growing consumer demand for more natural, healthier alternatives to pantry and household staples.

"From bodywashes and shampoo made from all-natural ingredients and are free of chemicals and sulphates, to products like red quinoa, black rice and kale - there are a host of companies who are doing a wonderful job at producing quality products in the "healthier" space at an affordable price" Ms Connelly said.

"Many of us are concerned about what we're putting into and onto our bodies and we're trying to source products which are as close to nature as we can get."

Whilst consumer demand is high for more natural products she also said we're still concerned about how we look, and prepared to spend to keep wrinkles at bay and enhance our appearance- with anti-ageing beauty products, cosmetics and teeth whitening some of the most hotly contested categories this year.

"We've seen teeth whitening as a category grow each year as more companies are expanding their teeth whitening range, making it easier and cheaper to have your teeth whitened without having to sit in the dentist's chair," she said.

"We're also thrilled to have a number of entries in cosmetics, a space which is expanding in the supermarket aisles as they try and meet every consumer need under one roof'

Ms Connelly said one of the other encouraging signs from this year's entries was the emergence of a number of smaller Australian-owned companies entering the awards such as Birch & Waite, Table of Plenty and Conga Foods.

"It's very encouraging to see some of the smaller companies taking risks and delivering great innovation into the Australian Market " Ms Connelly said.

"They're committed to innovation and they're competing with the larger companies which is really exciting."

There are around 100 entries in this year's awards, with around two-thirds food and the remainder beauty, household cleaning, appliances and healthcare.

The Product of the Year 2017 Award Winners will be announced in Sydney in February 2017.

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

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