



From the top: Doug Struthers of Burnt Sugar; Jeremy Hughes of Quorn; Terry Williams of The Yorkshire Provender; Adam Leyland, the editor of The Grocer, with Kelly Scorch of PG Tips; and celebrity chef Phil Vickery was the guest speaker

es out there to pursue their own agenda and know they can stand shoulder-to-shoulder with multinationals. The business beat Nestlé and Wrigley to win the sugar confectionery category.

"It's great to have our product recognised and have our simple message endorsed. Everyone knows we make good fudge, but this makes it legitimate," said Burnt Sugar sales director Doug Struthers.

The combination of consumer and expert judging creates what The Grocer hopes will become a highly effective, highly coveted and highly valued industry award and marketing tool for the best products. "It's an amazing endorsement and particularly important to be recognised by consumers and industry," said Kate Barnett of Tilda, which won in rice, noodles and pasta. ■

Bagged Snack

Walkers cheese Quavers

Bakery

Patak's original stonebaked naan breads – garlic & coriander

Cereals

Jordans The Superfoods granola

Cheese

Tickler extra mature Cheddar

Chilled Food

Quorn Gruyère cheese escalopes

Chocolate Confectionery

Nestlé Smarties

Sugar Confectionery

Burnt Sugar original crumbly fudge

Cooking Sauce

Seeds of Change organic Indian sauce – balti with rich tomato & cumin

Dairy – Butter & Spread

Lurpak spreadable slightly salted

Dairy Drink

Müller One A Day smooth yogurt drink – orange, banana & passionfruit

Dairy – Yogurt & Pot Dessert

Loseley Rich and Creamy Yogurt – raspberries & Jersey cream

Frozen Dessert

Del Monte Smoothie raspberry

Frozen Food – Savoury

McCain Potato Gourmet – mature Cheddar cheese & wholegrain mustard gratin

Grocery

Green Giant Naturally sweetcorn

Hot Beverage

PG Tips Pyramid teabags

Rice/Noodles/Pasta

Tilda steamed pure basmati rice

Soft Drink

Innocent pure fruit smoothie – mango & passionfruit

Soup

The Yorkshire Provender pea & spinach soup with fresh herbs

the winners