



The Grocer's 2013 Own-Label Awards attracted a record 801 entries. We present the winners and runners up

2013's class act

Vince Bamford

Own label has evolved massively in the past 20 years – and is still evolving. And there's no better evidence of its development than the array of high-quality, innovative products recognised by The Grocer 2013 Own-Label Food & Drink Awards 2013.

Sponsored by the PLMA and Delicious magazine, the record books were rewritten as 67 Gold winners (see pic) were chosen from 285 shortlisted products and a total of 801 entries, in a glittering ceremony presented at the Hilton Hotel, Park Lane, by Thomasina Miers, the former MasterChef winner and Wahaca founder, and Adam Leyland, chairman of the awards judges and editor of The Grocer.

But it's not just the sheer volume of entries. The quality of the innovation and execution was in many cases astonishing, says Leyland. "We've grown used to stories of own label imitating brands, but the retailers and their own-label suppliers should be congratulated for their agenda-setting NPD programmes, which in some cases are putting

brands to shame. For example, can you imagine a branded supplier launching Tesco's Sour Cherry and Pomegranate Gummies?

"And the success of the Morrisons NuMe range at these year's awards is proof positive that supermarkets are winning with new architectures around lifestyle, health and wellbeing – ranges that no brand could hope to pull off."

The most successful retailer at this year's awards was Aldi, which picked up a record 16 gold medals, and a further 10 silvers (see p38). Fellow discounter Lidl also picked up four golds.

Of the major multiples, Tesco made the greatest number of trips to the podium, with 12 golds, followed by Asda's 11. Marks & Spencer also performed well, picking up nine golds – including the Chairman's Champion' award – and eight silvers. And other winners included Budgens, Iceland and Booker.

Over the next 12 pages, we've listed all the gold medal winners, together with the relevant retailer and supplier, plus insights from the judges. The silver medal winners and other finalists are also listed.



BAGGED SNACKS – NUTS

Aldi Sea Salt and Pepper Cashew Nuts

The eye-catching packaging and inviting look of the product gave a good first impression that was justified by a great flavour that wasn't too salty, said our judges.

OTHER FINALISTS:

- Aldi Clancy's Pistachio Nuts (SILVER)
- Asda Habañero Chilli Nut Mix
- Sainsbury's Chip Shop Curry Crunchy Coated Peanuts
- Tesco Wasabi Flavoured Jumbo Peanuts

BAGGED SNACKS – CRISPS

Morrisons NuMe Cassava Crunchers Variety Snacks

Tayto Group

Our judges were wowed by how much flavour these offered for a low-fat product. The packaging also won accolades from our panellists.

OTHER FINALISTS:

- Tesco Restaurant Collection Goats Cheese and Sticky Chilli Jam Handcooked Crisps (SILVER)
- The Co-operative Truly Irresistible Sea Salt and Chardonnay Vinegar Crisps

BAKERY – BREAD

Aldi Specially Selected Farmhouse Seeded White Batch Loaf

Fine Lady Bakeries

Our judges thought this bread would be particularly well suited to making a sandwich, adding that it offered a very fresh taste at a very good price.

OTHER FINALISTS:

- Asda Multi Cereal Rustic Sour Dough Baguette
- Asda Speciality Chilli Bread (SILVER)
- Morrisons Tiger Paw
- Tesco Italian Garlic Tiger Baguette

BAKERY – CELEBRATION CAKES

Sainsbury's Princess Castle Cake

Just Love Food Company

Any little girl would love this princess castle cake, said our judges, who praised the quality of the jam filling and softness of the sponge.

OTHER FINALISTS:

- Asda Chosen by You Ultimate Cupcake (SILVER)
- Rudolph the Reindeer Cake



BAKERY – INDIVIDUAL CAKES

Asda Angel Slices

Finsbury Food Group

The presentation of Asda's Angel Slices impressed our judges, who felt it was a great product for mums buying for their children. It was also praised for offering good portion control.

OTHER FINALISTS:

- Lidl Northwood 4 Double Chocolate Muffins
- Lidl Triple Choc Cake
- Tesco Millionaire Brownies

BAKERY – SWEET

Aldi Bon Appetit French Marble Brioche

La Fournée Dorée Lorraine

Aldi's family-sized brioche offered excellent value for money, said our panel. It was also praised for being soft and chocolatey.

OTHER FINALISTS:

- Marks & Spencer 4 Sticky Pecan and Cinnamon Buns (SILVER)
- Asda Almond Surprise
- Tesco All Butter Fruit Scones with Clotted Cream

BEVERAGES (COLD) – JUICES

Tesco Finest Orange and Lemon Juice Drink with Manuka Honey and Ginger

Orchard House Foods

This drink offered interesting flavours that were balanced perfectly, said our judges.

OTHER FINALISTS:

- Morrisons Apple and Fig Juice (SILVER)
- Aldi Specially Selected Freshly Squeezed Orange Juice
- Asda Mango Juice Drink

BEVERAGES (COLD) – SMOOTHIES

Morrisons Pineapple, Mango and Coconut Smoothie

AMC

This had a delightful, refreshing taste with a good balance of flavours, said our panel, while also offering excellent value for money.

OTHER FINALISTS:

- Tesco Goodness Tropical Smoothie (SILVER)
- Tesco Juice Bar Green Stuff
- Tesco Juice Bar Wake Up Smoothie



BEVERAGES (COLD) – SOFT DRINKS

Marks & Spencer Sparkling French Rosé Grape Juice

Guillet Frères – Eclor

Our panel loved the packaging and found the sparkling juice's beauty more than skin deep, praising its interesting and subtle flavour. One judge felt it would make a good non-alcoholic spritzer.

OTHER FINALISTS:

- Lidl Deluxe Italian Apple Pressé
- Tesco Cosmo
- The Co-operative Truly Irresistible Sparkling Elderflower Juice

BEVERAGES (HOT) – COFFEE/MOCHA

Waitrose FT Organic Sumatra Mandheling Roast and Ground Coffee

United Coffee

“Strong, smoky and smooth as a tiger in a tuxedo,” was how one of our more poetic judges described this coffee.

OTHER FINALISTS:

- Aldi Specially Selected Ethiopian Coffee (SILVER)
- Marks & Spencer Belgian Hot Chocolate
- Sainsbury's Seasons Best Mzuzu Fairtrade Ground Coffee
- Sainsbury's TTD Kenyan FT Coffee Beans

BEVERAGES (HOT) – INFUSIONS

Aldi Diplomat Fruit and Herb Tea – Summer Berry

Keith Spicer

This tea delivered a “lovely berry flavour that is bursting with flavour”, said our judges, who felt the vibrant packaging was also worthy of note.

OTHER FINALISTS:

- Asda Extra Special Oriental Sencha Green 20 Tea Bags
- Harrods Green Tea with Bergamot
- Tesco Finest Mango and Passionfruit Infusion

BEVERAGES (HOT) – TEA

Aldi Diplomat Gold Tea Bags

Keith Spicer

It only seems right that our judges should give a gold award to a product branded Gold. Described by our panellists as “a lovely cup of tea”, this had a mild, delicate flavour.

OTHER FINALISTS:

- Booker Chef's Larder Fairtrade Tea Bags 1 Cup (SILVER)
- The Co-operative Fairtrade 99 Teabags



BISCUITS – SAVOURY

Aldi Savour Bakes Multigrain Crackers

Fairway (GB)

The seeds and grains in these crackers added interest, while the crackers themselves had a “nice, crisp” texture. One judge felt they would work particularly well with a strong, salty cheese.

OTHER FINALISTS:

- Asda Extra Special Rosemary Ciappe

BISCUITS – SWEET

Aldi Belmont Jaffa Cakes

Griesson – De Beukelaer

The delicious orangey flavour and aroma of these jaffa cakes won over our judges, who also praised the quality of the chocolate.

OTHER FINALISTS:

- Aldi Memento Luxury Cookies – White Chocolate and Cranberry (SILVER)
- Today's Select Chocolate Chip Cookies

CEREALS

Lidl Deluxe Fruit and Nut Granola

Inside the smart packaging was a cereal that offered a “lovely coconut aroma” and a “nicely crunchy texture”, said our panel. Judges were also impressed with the excellent value offered by the product.

OTHER FINALISTS:

- Aldi Harvest Morn Premium Muesli – Exotic (SILVER)
- Lidl Master Crumble Tropical Crunchy Oat Cereal
- The Co-operative Maple and Pecan Crisp

CHEESE – BRITISH

Sainsbury's Belton Farm Shropshire Red

Belton Cheese Limited

This Shropshire red cheese offered a sweet and nutty flavour that drew praise across our panel of judges.

OTHER FINALISTS:

- Asda Extra Special Belton Farm Red Leicester (SILVER)
- Aldi Specially Selected Long Clawson Mature Blue Stilton
- Asda Extra Special Cornish Camembert



CHEESE – CHEDDAR

Marks & Spencer 3 Year Old Extra Mature Cornish Cruncher

Dairy Crest

A terrific texture combining crumbliness and crystals, said judges.

OTHER FINALISTS:

- Aldi SS Lye Cross Farm West Country Farmhouse Vintage Cheddar (SILVER)
- Aldi SS Scottish Vintage Cheddar Cheese
- Asda Extra Special Wookey Hole Cave Aged West Country Farmhouse Cheddar
- Chef's Larder Premium Taw Valley Mature Cheddar

CHEESE – CONTINENTAL

Sainsbury's Deli Gruyère Premier Cru

Von Mühlenen

"A good example of a quality, workhorse cheese," said one judge. This was also praised for its sweet and nutty flavour.

OTHER FINALISTS:

- Sainsbury's Taste the Difference Epoisses (SILVER)
- Tesco Finest Montagnolo Affine Blue Vein Cheese
- Finest Queso Murcia Al Vino
- Tesco Finest Taleggio D.O.P

CONDIMENTS – MAYONNAISE & SALAD CREAM

Waitrose Wholegrain Mustard Mayonnaise

Van Dijk Foods

This mustard mayonnaise would be great on a beefburger, said our judges, who also liked the natural ingredients in the product and its high-quality delivery.

OTHER FINALISTS:

- Aldi Bramwells Mayonnaise (SILVER)
- Tesco Lighter than Light Mayonnaise

CONDIMENTS – PICKLES & RELISHES

Tesco Finest Quince Jelly

The English Provender Company

Held up as a great example of product innovation by our judges, this was praised for its beautiful aroma and spreadable texture.

OTHER FINALISTS:

- Marks & Spencer British Baby Beetroot in Vinegar (SILVER)
- Aldi Bramwells Chunky Apple Sauce
- Lidl Deluxe Irish Red Pepper and Jalapeño Relish
- The Co-operative Truly Irresistible Tomato and Chilli Chutney



CONFECTIONERY – BARS

Aldi Moser Roth Orange and Almond Chocolate

August Storck Kg

This bar, offered “beautiful packaging”, “fantastic value” and “good, bitter flavour”.

OTHER FINALISTS:

- Lidl JD Gross Premium Dark Chocolate Ecuador Cocoa 70% (SILVER)
- Aldi Moser Roth Caramel Chocolate
- Asda Extra Special Ivory Coast Milk Chocolate with Caramel
- Morrisons Milk Chocolate Bar with Salted Butterscotch

CONFECTIONERY – BOXED

Lidl JD Gross Chocolate Truffle

This truffle offered a light taste that would be enjoyed by the whole family, felt our judges. The chocolate’s appearance and creamy ganache centre also drew praise.

OTHER FINALISTS:

- Marks & Spencer The Collection of Exceptional Characters (SILVER)
- Asda Extra Special Belgian Marc de Champagne Truffles
- Lidl JD Gross Belgian Chocolate Seashells
- Tesco Finest Belgian Chocolate Assortment

CONFECTIONERY – SUGAR

Tesco Sour Cherry and Pomegranate Gummies

Fairway GB

These sweets offered a good flavour in an exciting shape, said our judges, who were also impressed with the packaging.

OTHER FINALISTS:

- Happy Shopper Mini Eggs
- Tesco Mints – Peppermint (Sugarfree) Multipack

COOKING SAUCES – ASIAN

Aldi Asia Specialities Stir Fry Sauce – Hoi Sin

Kerry Ingredients

Our judges felt this did exactly what it said on the label, delivering a great hoi sin stir fry that perfectly complemented chicken.

OTHER FINALISTS:

- Sainsbury’s Spicy Sweet and Sour Cooking Sauce (SILVER)
- Sainsbury’s Sweet Chilli and Ginger Stir Fry Sauce



COOKING SAUCES – INDIAN

Aldi Specially Selected Dopiaza Sauce

Ab World Foods

Aldi’s dopiaza sauce offered a good texture and flavour with just the right amount of spice, said our panel.

OTHER FINALISTS:

- Marks & Spencer Tikka Masala Sauce (SILVER)
- Morrisons NuMe Bhuna Sauce
- Tesco Finest Madras Cooking Sauce
- The Co-operative Truly Irresistible Hot Tikka Masala Sauce

COOKING SAUCES – MEDITERRANEAN

Sainsbury’s Taste the Difference Cherry Tomato and Chilli Pasta Sauce

Daybreak Foods

This looked like a sauce you might make yourself at home, said one judge, while another felt this would be the perfect store-cupboard standby.

OTHER FINALISTS:

- Morrisons M Bistro Carbonara Pasta Sauce
- Morrisons M Kitchen Tomato and Chorizo Pasta Sauce

COOKING SAUCES – PASTES/AIDS

Asda Stores Sticky Ginger and Lime Paste

British Pepper & Spice Co

The quality of this cooking paste prompted one of our judges to declare that it had converted her into an Asda shopper, while another said it was a great way of introducing consumers to new ways of cooking.

OTHER FINALISTS:

- Sainsbury’s Porcini Mushroom Paste
- Sainsbury’s Spicy Jerk Paste
- Tesco Finest Tikka Paste

DAIRY – BUTTER & CREAM

Asda Extra Special Thick Madagascan Vanilla Cream

Arla Foods

This indulgent treat showed how well Asda and Leiths worked together, said one judge.

OTHER FINALISTS:

- Asda Extra Special Somerset Butter (SILVER)
- Sainsbury’s Extra Thick Amaretto Cream
- Sainsbury’s Extra Thick Chocolate and Orange Cream
- Tesco Finest Cornish Custard



DAIRY – YOGHURT

Aldi Specially Selected West Country Strawberry Yoghurt

Yeo Valley Farms

Our judges enjoyed the natural fruit flavour and thick, creamy texture of this yoghurt.

OTHER FINALISTS:

- Morrisons Raspberry, Cranberry and Blueberry Bio Yoghurt (SILVER)
- Morrisons Mango, Papaya and Passionfruit Bio Yoghurt
- Tesco Low Fat Berry Medley Yoghurt

DELI

Marks & Spencer Oak and Applewood Smoked Salmon Platter

Pinneys

This platter had great presentation, with good-looking food and “lovely” packaging. It also scored very well in terms of taste.

OTHER FINALISTS:

- Asda Extra Special Fish Pâté Trios (SILVER)
- Tesco Deli Pork and Brussels Pâté Gala Pie
- Tesco Finest Mini Pickle and Cheddar Pork Pies

DESSERTS – CHILLED (FAMILY)

Sainsbury's Taste the Difference Apple Pie

Greencore

This was better than homemade, said our panellists. Decorative pastry completed a great package – with one judge describing the pie as “blinged up to perfection”.

OTHER FINALISTS:

- Asda ES Millionaires Trifle (SILVER)
- Lidl Deluxe Sticky Toffee Pudding
- Sainsbury's Taste the Difference Belgian Chocolate Pudding
- Tesco F. Morello Cherry Frangipane Tart

DESSERTS – CHILLED (INDIVIDUAL)

Tesco Blackcurrant Cheesecakes

Yeo Valley Farms (Production)

Inside some “lovely” packaging was a tasty product offering excellent value for many, said our judges. The blackcurrant topping, in particular, was a big hit.

OTHER FINALISTS:

- Asda Chosen By You Mango and Passion Fruit Fruity Mousse (SILVER)
- Marks & Spencer Dessert Menu Hot Pain au Chocolat Puddings
- Sainsbury's Individual Profiterole Dessert
- Tesco Plum and Cherry Crumble Pies



DESSERTS – FROZEN

Aldi Specially Selected Lemon and Mascarpone Cheesecake

Indulgence Patisserie

“All-round excellence” was how our judges summed up this dessert – particular praise was given to the quality of the lemon curd and lightness of the filling.

OTHER FINALISTS:

- Lidl Deluxe Sicilian Lemon Cheesecake (SILVER)
- Tesco Finest Tart au Citron
- Tesco Everyday Value Strawberry Swirl Cheesecake

DIPS

Morrisons NuMe Beetroot, Yoghurt and Mint Dip

Zorba Delicacies

For a low-calorie product, this delivered very well on flavour, said our judges, with one declaring it “tasted of health”.

OTHER FINALISTS:

- Sainsbury’s Butterbean Dip with Chimichurri (SILVER)
- Lidl Meadow Fresh Green Pesto Topped Houmous
- Morrisons Goats Cheese, Butternut Squash and Crème Fraîche

FISH – COATED

Morrisons M Signature Smoked Haddock and Wholegrain Mustard Fishcakes

Joseph Robertson (Aberdeen)

A great mix of flavours, said our judges.

OTHER FINALISTS:

- Marks & Spencer Lightly Dusted 2 Lemon, Salt and Pepper Plaice (SILVER)
- Lidl Deluxe Three Fish Roast
- Morrisons M Signature Salmon Spinach and Gruyère Fishcakes
- Tesco Lightly Dusted Yellowfin Sole with Lemon and Parsley

FISH – SEAFOOD

Asda Smoked Scottish Salmon with Malt Whisky

Edinburgh Salmon Company

This smoked salmon would be perfect for a special occasion and was well worth the money, said our judges, who felt it offered a good balance of flavour, texture and aroma.

OTHER FINALISTS:

- Aldi Almare Scottish Cooked Mussels
- Aldi Almare Sliced Smoked Salmon



FROZEN – ETHNIC SAVOURY

Tesco Pea and Asparagus Risotto

MDC Foods

Our judges loved the packaging of this risotto, which they felt would have stood out in store freezers. Our panellists also praised the texture of the vegetables, particularly the crisp peas, which tasted very fresh.

OTHER FINALISTS:

- Iceland Creamy Chicken Masala (SILVER)
- Asda Chosen By You Chicken Fajita Mix
- Iceland Sri Lankan Chicken
- Tesco Jamaican Jerk Chicken and Rice

FROZEN – TRADITIONAL SAVOURY

Asda Chosen By You 4 Beef Dripping Yorkshire Puddings

Greencore Frozen Foods

“Really excellent Yorkshires” and “a good alternative to home-made” were two examples of the praise heaped on these puds.

OTHER FINALISTS:

- Asda Chosen By You 12 Sage and Onion Yorkshire Puddings (SILVER)
- Aldi Specially Selected Roast Potatoes in Goose Fat
- Sainsbury’s Slow Cooked Lamb Shoulder Joint

FRUIT & VEGETABLES

Musgrave SuperValu Ratatouille Pack

Simply Organic

This product was praised by one of our panellists for encouraging consumers to cook a family meal for themselves. The pack also won plaudits for its great looks and excellent value.

OTHER FINALISTS:

- Tesco Finest Venezia Potatoes (SILVER)
- Tesco Finest Forestière Mushrooms
- Tesco Finest Portobello Mushrooms

FRUIT & VEGETABLES – NEW VARIETIES

Tesco Finest Lamuyo Pepper

A Gomez

Described as offering amazing value at £1 each, this pepper had the wow factor to win over judges and consumers. “A fantastic sweet taste,” said one of our panellists.

OTHER FINALISTS:

- Sainsbury’s Kent Pink Plum Tomatoes (SILVER)
- Tesco Finest Flavoring Plums
- Tesco Finest Samphire



HERBS & SPICES

Sainsbury's Taste the Difference Pink Lady Apple, Honey and Herb Stuffing

Arden Fine Foods

This offered great flavour and texture, while the packaging would ensure shoppers knew they had picked a premium product.

OTHER FINALISTS:

- M&S Diced Red Chilli (SILVER)
- Asda Rosemary and Thyme Roast Potato Seasoning
- M&S Chopped Garlic
- Tesco Spanish Style Herbs and Spices

ICE CREAM

Asda Chosen by You Peanut Butter Crunch Cones

R&R Ice Cream

These cones were truly innovative while also great value, felt our judges. "Asda should be commended for this genuinely different take," declared one.

OTHER FINALISTS:

- Tesco Finest Madagascar Vanilla Ice Cream (SILVER)
- Aldi Ice Cream Sundae Selection
- Asda CBY Dairy Coconut Ice Cream
- Tesco Strawberry & Raspberry Sorbet

JAMS & SPREADS

Tesco Finest Orange Curd

Rowse Honey

Tesco's orange curd had a clean flavour, said our panellists, and offered a great fruit taste without being too sweet.

OTHER FINALISTS:

- Aldi Specially Selected Active 10+ Manuka Honey (SILVER)
- Lidl Deluxe Luxury Strawberry Fruit Spread
- Lidl Maribel Strawberry Extra Jam
- Tesco Finest Spiced Orange Marmalade

MEAL SOLUTIONS

Aldi Fiesta Fajita Dinner Kit

Discovery Foods

Offering a smoky barbecue flavour with a good spice, this was a hit with our judges – particularly the one heard to declare: "Arriba baby!"

OTHER FINALISTS:

- Sainsbury's Pilau Microrice (SILVER)
- Asda Chosen By You Beef Bourguignon Can
- Morrisons Gigli Pasta



MEAT – ADDED VALUE

Asda Butchers Selection Smoky BBQ Rack of Ribs

Dawn Meats

Judges loved generous sauce and the aroma.

OTHER FINALISTS:

- M&S Maple Cured Cooked Gammon Shanks Orange & Cranberry Sauce (SILVER)
- Aldi Signature Duck Legs in Sauce
- Asda Butchers Selection Oyster Shoulder
- Asda CbY Basted Chicken Joint with a Chilli and Parsley Sprinkle
- Tesco F&E 2 Chicken Breasts Topped with Cheddar Cheese and a Creamy Leek Sauce

MEAT – BACON

Aldi Specially Selected Ultimate Dry Cure Lightly Smoked British Streaky Bacon

Vion Malton

Aldi offered great value for a dry cured bacon, said judges. "Lovely in a sandwich."

OTHER FINALISTS:

- Musgrave SuperValu Reduced Salt Smoked Twinrack of Bacon (SILVER)
- Aldi Specially Selected Ultimate Dry Cure Unsmoked British Back Bacon
- Lidl Glensallagh Honeycure Back Bacon
- Tesco Finest Sweet & Smokey Streaky

MEAT – JOINTS

Tesco Finest Lamb Guard of Honour with a Herb Crust

St Merryn Foods

This meat had been well butchered and looked very appealing, said our judges, who felt the product delivered a great taste.

OTHER FINALISTS:

- Tesco Counter Finest Carvery Beef Rib (SILVER)
- Lidl Birchwood Garlic and Herb British Chicken
- Sainsbury's Taste the Difference 21-day Dry Aged Roasting Joint

MEAT – SAUSAGES/BURGERS/MEATBALLS

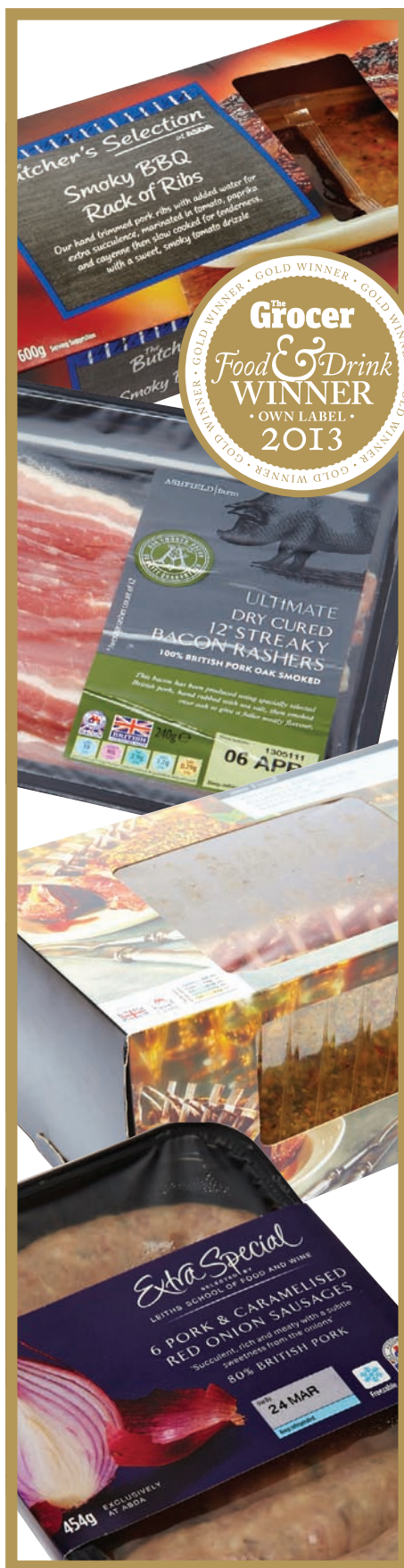
Asda Extra Special Caramelised Red Onion and Pork Sausage

ABP

Red onion boosted the flavour and texture of these succulent sausages, said our judges.

OTHER FINALISTS:

- Tesco Finest Beef Meatballs with Smoked Paprika Sprinkle (SILVER)
- Asda ES Spiced Moroccan Lamb C'latas
- Musgrave SuperValu Butchers Choice Lincolnshire Sausages
- Tesco Finest British Lamb, Garlic and Rosemary Chipolatas



MEAT – STEAKS

Lidl Deluxe Scotch 28 Day Matured Ribeye Steak

This was seen as a good steak at a keen price. Judges enjoyed the tender, juicy meat and appreciated the level of provenance information on the label.

OTHER FINALISTS:

- Sainsbury's Shoulder Steaks with a Mint Glaze (SILVER)
- Aldi Specially Selected Dry Cured Gammon Steaks
- Lidl Deluxe Hereford Fillet Steaks
- Lidl Deluxe Hereford Rib Eye Steaks

MEAT – WITH STUFFING

Tesco Finest Extra Matured Norfolk Pork Guard of Honour Joint with Pork, Apricot and Brandy Stuffing

Cranwick Country Foods

Our judges felt this joint should be carved at the table to do the presentation justice.

OTHER FINALISTS:

- Marks & Spencer Sirloin Joint with Porcini and Truffle Stuffing (SILVER)
- Sainsbury's British Pork Shoulder Joint with Apple and Shallot Stuffing
- Tesco Finest Sirloin of Beef with Porcini Mushroom Stuffing

MEAT SLICES – HAM

Aldi Alpenmark Smoked German Ham

Browns Brothers

Eye-catching packaging and tempting aroma drew in our judges, who were rewarded with slices offering great flavour.

OTHER FINALISTS:

- Aldi Alpenmark Baked Ham (SILVER)
- Asda Honey Cured Ham on the Bone
- Lidl Glensallagh Irish Traditional Crumbed Ham
- Tesco Finest Peppered Wiltshire Cured Ham

MEAT SLICES – NOT HAM

Lidl Glensallagh Cajun Chicken Breast Slices

Green Farm Foods

These chicken slices delivered a strong, spicy flavour in thick, succulent slices that our judges felt gave the product a premium feel.

OTHER FINALISTS:

- Aldi Specially Selected Pastrami (SILVER)
- Lidl Glensallagh Peppered Turkey Breast Slices
- Marks & Spencer Prosciutto di Parma Ham



OILS & DRESSINGS

Morrisons NuMe Beetroot and Balsamic Dressing

Welcome Foods, Bakkavör

This dressing was good value and had a simple, earthy taste and a nice balance of sweet and acidic flavours, felt our panel.

OTHER FINALISTS:

- Aldi Specially Selected Pesto Rosso (SILVER)
- Aldi Specially Selected Italian Extra Virgin Olive Oil
- Asda CBY Moroccan Spiced Dressing
- Asda ES Italian Raspberry Dressing

ON-THE-GO

Marks & Spencer Raspberry and Pomegranate Fruit Shaker

Orchard House Foods

This drink offered good quality in an attractive package, said our panellists. It was felt the shaker was an interesting format that made the product feel very premium.

OTHER FINALISTS:

- Tesco Cottage Cheese with Multigrain Crackers and Sweet Chilli Sauce (SILVER)
- M&S Super Nutty Wholefood Salad
- Tesco Eat Fresh Plum Tomatoes with Feta and Croutini

PIES

Asda Bistro Ultimate Steak and Ale Pie

Palethorpes – Pork Farms

Rich pastry and meaty chunks of steak helped Asda's pie take the gold. Our judges felt it was as good as a homemade and offered fantastic value at two-for-£5.

OTHER FINALISTS:

- The Co-op Truly Irresistible Aberdeen Angus Beef and Chestnut Mushrooms in Ale Sauce Puff Pastry (SILVER)
- Sainsbury's Pork and Chorizo Rolls
- Tesco Slow Cooked Steak Puff Pastry Pie

PIZZA – CHILLED

Marks & Spencer Wood Fired Mozzarella and Sicilian Tomato

Bakkavör Pizzeria

This was simply a great margherita, said our judges.

OTHER FINALISTS:

- Sainsbury's Taste the Difference Spiced Jamaican Jerk Chicken and Cherrybell Pepper Hand Stretched Pizza (SILVER)
- Morrisons M Kitchen Kickin' Chicken Fully Loaded Pizza
- Nisa Heritage Meat Feast Stonebaked Pizza



PIZZA – FROZEN

Aldi Carlos Stonebaked 3x Margherita Pizza

Freiberger UK

The “incredibly low price” didn’t mean low quality, with the pizzas offering good flavour and an excellent crust.

OTHER FINALISTS:

- Asda Chosen By You Mexican Chilli Beef Nacho Stonebaked Pizza (SILVER)
- Iceland Rising Dough Pepperoni Pizza
- M Bistro Woodfired Four Cheese Pizza
- The Co-operative Truly Irresistible Mexican Stone Baked Pizza

QUICHES & FLANS

Waitrose Mushroom Tart

Greencore Prepared Meals

The puff pastry used in Waitrose’s mushroom tart set it apart from many rival products on the market. It offered a good texture and had a flavour that worked well with the mushrooms.

OTHER FINALISTS:

- Morrisons Bistro Caramelised Onion and Goats Cheese Tart
- Tesco Finest Goats Cheese and Red Pepper Quiche

READY MEAL (CHILLED) – MEDITERRANEAN

Marks & Spencer Sicilian Inspired Sausage Pasta and Focaccia Bake

Cucina Sano

This was judged to be a great family meal, with one judge describing it as a “complete meal on a plate”.

OTHER FINALISTS:

- Tesco Finest Spinach, Ricotta and Mascarpone Mezzelune (SILVER)
- Asda Fresh Taste Spanish Style Chargrilled Chicken and Chorizo Warm Salad
- Marks & Spencer España Seafood Paella

READY MEAL (CHILLED) – ORIENTAL

Marks & Spencer Modern Asian Spicy Sichuan Pork Noodles

The Recipe Dish Company

A great combination of taste and texture, said our judges, who enjoyed the crunch of the fresh vegetables. It was an interesting and adventurous concept realised with quality ingredients.

OTHER FINALISTS:

- Lidl Chef Select Chicken Korma Ready Meal (SILVER)
- Marks & Spencer Modern Asian Teriyaki Salmon



READY MEALS (CHILLED) – TRADITIONAL

Tesco British Classics Beef Casserole and Dumplings

Kettleby Foods

This casserole included a light and fluffy dumpling, a generous amount of meat and good-quality veg. Its excellent value for money sealed the deal for our judges.

OTHER FINALISTS:

- Tesco Cauliflower and Broccoli Cheese Bake (SILVER)
- Asda Extra Special Beef Bourguignon
- Asda Extra Special Coq Au Vin
- Tesco Beef and Tomato Wedge Bake

SALAD

Tesco Finest Chicken Caesar Salad

Natures Way Foods

In addition to offering good value and being well presented, this Caesar salad tasted great and had a very pleasant aroma, said our judges.

OTHER FINALISTS:

- Tesco Finest Hot and Fiery Salad (SILVER)
- Lidl Meadow Fresh Cheese Coleslaw
- Morrisons Florida Salad
- Musgrave SuperValu Supreme Herby Aromatic Salad

SOUP – AMBIENT

Sainsbury’s Soups of the World Mexican Bean Soup

Baxters Food Group

This ambient soup could compete with any fresh product on taste, declared our delighted judges. They were amazed that such texture and well-rounded flavours could be offered for such a low price.

OTHER FINALISTS:

- Sainsbury’s Cream of Tomato Soup (SILVER)
- Sainsbury’s Soups of the World Chicken Korma Soup

SOUP – CHILLED

Marks & Spencer Pulled Pork and Chipotle Chilli Soup

“A good amount of pulled pork, and an interesting and tasty mouthful of soup,” declared our judges.

OTHER FINALISTS:

- Asda Extra Special Roasted Red Pepper and Balsamic Soup (SILVER)
- Morrisons M Kitchen Chicken Rice and Mushroom Soup
- Tesco Pea and Asparagus Soup
- The Co-operative Truly Irresistible Moroccan Chicken soup



SPECIAL DIET

Asda Gluten and Wheat Free Brown 600g Sliced Loaf

Frank Roberts & Sons

Our judges felt this had the look and feel of a proper farmhouse loaf and offered a nice malty taste.

OTHER FINALISTS:

- Sainsbury's Free From Roasted Pepper Arrabiata
- Tesco Free From Pasta Bolognese
- Tesco Meat Free Pea, Mint and Feta Frittata
- Tesco Meat Free Mediterranean Sausages

SWEET GROCERY

Tesco Finest Sparkling Passion Fruit and Champagne Jelly Base

The English Provender Company

This product was fresh and zesty, said our judges, and had a lovely texture. "Superb" was how one of our panellists summed it up.

OTHER FINALISTS:

- Morrisons NuMe Apple Crisps (SILVER)
- Lidl Deluxe Brandy Butter
- Tesco Finest Madagascar Vanilla Custard

VEGETABLE DISH – CHILLED OR FROZEN

Asda Chosen by You Potato Gratin

Fullers Foods International

Asda's potato gratin was as good as you would be served in a restaurant, ventured one of our panellists.

OTHER FINALISTS:

- Tesco Finest Sweet Mini Peppers (SILVER)
- Morrisons Ready to Roast Goose Fat Potatoes
- Tesco Finest Blue Belle Potato Wedges in Oak Smoked Garlic Dressing
- Tesco Finest Restaurant Collection Baby Potato, Leek and Gruyère Cakes



CHAIRMAN'S AWARD

Marks & Spencer Pulled Pork and Chipotle Chilli Soup

Awarded to the best overall product, our six expert panel chairmen were each asked to choose one Gold winner. From this shortlist, the chairman said "this delicious soup stood out for being on-trend and yet original, delivering the authentic tastes and textures of the American BBQ scene, from which it was inspired, with flavoursome aplomb".