



Canadian
Council of
Grocery
Distributors

Conseil
canadien des
distributeurs en
alimentation



Canadian Grand Prix
NEW PRODUCT AWARDS™
Grand Prix canadien
DES PRODUITS NOUVEAUX™

FOR IMMEDIATE RELEASE

Grocery Competition Honour “Top Shelf” Newcomers CCGD Presents 15th Annual Canadian Grand Prix New Product Awards™

Victoria, B.C. – May 26, 2008

Winners ranged from health conscious tortillas to bite size ice cream, and snacks for toddlers to treats for dogs – a range of outstanding new products that reflects the wide variety available on Canadian grocery store shelves.

The 15th annual Canadian Grand Prix New Product Awards™, sponsored by the Canadian Council of Grocery Distributors (CCGD), were presented last night in Victoria, in a ceremony on the last night of the 2008 National Grocery Conference.

The awards program is open to manufacturers and distributors of all sizes, for new products across 26 food, non-food and private label categories. Five special awards were also handed out. Products are honoured for their leadership in packaging, design, originality and quality.

“Industry members are constantly looking to improve and enhance their product offerings, and meet the needs of today’s consumer,” says Michelle Scott, CCGD’s vice-president, events and Grand Prix. “The awards program is a way for CCGD to recognize and reward top shelf suppliers and retailers for their product innovation.”

This year’s competition attracted a record 202 entries. They were judged by a 32-member panel that was headed by Marcus Von Albrecht, (director of the British Columbia Chefs’ Association) and comprised of consumers, food editors, journalists, advertising executives, packaging designers and CCGD distributor members from across Canada.

Each entry was graded on five criteria:

- Uniqueness and innovation (25% of the score).
- Product characteristics (25%).
- Presentation and packaging (25%).
- Overall consumer value (20%).
- Consumer acceptance value (5%, based on information collected from The Nielsen Company’s Homescan program, which measures the penetration rate of a product in the consumers’ household).

Among the diverse award winners were products that offered consumers healthier choices (pre-cooked tuna steaks, omega-3 margarine), added convenience (spray salad dressing, mobile charger), and new functions (toothbrush with a wireless display, odour-neutralizing trash bags).

Scott says that the Grand Prix assists consumers by spotlighting the new products deemed to be the best of the best. Winners and finalists can use the Grand Prix Award logo on their packaging for two years. Retailers also invest in the program through commitments to flyer advertising, and shelf talkers.

She adds that all entrants benefit by receiving feedback from the Grand Prix judges. These comments and suggestions help entrants to make changes to everything from their packaging to product formulas.

All entries in this year's competition were introduced and made available for sale in Canada for the first time between October 1, 2006 and September 30, 2007.

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2007 Grand Prix Winners by Category

Food

Bakery

WESTON BAKERIES LIMITED

Weight Watchers Tortillas

Baking Needs

UNILEVER CANADA

Becel Omega3plus

Beverages

TETLEY CANADA INC.

Tetley Green Tea (Blueberry, Pomegranate)

Condiments & Sauces

UNILEVER CANADA

Hellmann's Salad Spritzers

Confectionery

MARS CANADA INC.

Mars Dark Peanut Free

Dairy & Egg Products

PARMALAT CANADA

Vintners Selection

Deli, Meat & Seafood

LILYDALE INC.

Lilydale Roast & Boast - A Perfect Turkey Made Easy

Dessert

NESTLÉ CANADA INC.

Nestlé Dibs

Fruits, vegetables & produce

SMUCKER FOODS OF CANADA CO.

Europe's Best Fruits

Prepared Food & Entrees

CLOVER LEAF SEAFOODS, L.P.

Clover Leaf Yellowfin Tuna Steaks (Mild Curry, Fresh Thai Herb)

Snack

SUMMER FRESH SALADS

Snack'n Go Hummus and Flatbread

2007 Grand Prix Winners by Category

Non-Food

Baby Care

NESTLÉ CANADA INC.

Graduates® Lil' Crunchies™ from Gerber

General Merchandise

PROCTER & GAMBLE INC.

Duracell NiMH Pre-Charged Rechargeables Mobile Charger with Pre-Charged 2 AA's & 2 AAA's

Hair Care

PROCTER & GAMBLE INC.

Nice'n Easy ColorSeal

Health Care

PROCTER & GAMBLE INC.

Oral-B Triumph® Smart Guide™

Household Products

S. C. JOHNSON AND SON, LIMITED

Scrubbing Bubbles® Fresh Brush® Max

Paper, Plastic & Foil

THE CLOROX COMPANY OF CANADA, LTD.

Glad ForceFlex with Odour Shield, kitchen trash bags

Personal Care

UNILEVER CANADA

Dove: Cream Oil Body Washes

Pet Needs

MARS CANADA INC.

Pedigree Bites™ Snack Food for Dogs

2007 Grand Prix Winners by Category

Private Label

Bakery

METRO RICHELIEU INC.

Irresistibles Bread

Beverages

LOBLAW BRANDS LIMITED

President's Choice 100% Pure Pressed Pineapple Juice

Condiments & Sauces

SOBEYS INC.

Compliments Sensations Drizzler

Confectionery, Snack & Dessert

SOBEYS INC.

Compliments Sensations Double Chocolate Truffle Ice Cream

Dairy, Eggs, Meat & Seafood

CANADA SAFEWAY LIMITED

O Organics Raw Pacific White Prawns

Non-Food

LOBLAW BRANDS LIMITED

President's Choice Green Canada's Greenest Shopping Bag

Prepared Food & Entrees

LOBLAW BRANDS LIMITED

President's Choice Stone-Baked Calzones

2007 Winners by Category

Special Awards

All Canadian

SUMMER FRESH SALADS

Snack'n Go Hummus and Flatbread

Consumer Acceptance

PARMALAT CANADA

Lactantia / Beatrice Vitalité

Canadian Grand Prix Healthy Innovation New Product

CLOVER LEAF SEAFOODS, L.P.

Clover Leaf Yellowfin Tuna Steaks (Mild Curry, Fresh Thai Herb)

Innovation and Originality

PROCTER & GAMBLE INC.

Oral-B Triumph® Smart Guide™

Innovative Packaging

PARMALAT CANADA

Vintners Selection