Canada's Most Innovative New Grocery Products Selected as Finalists

Retail Council of Canada Announces 22nd Annual Canadian Grand Prix New Product Awards Short List

Toronto, ON. April 9, 2015 – Retail Council of Canada (RCC) announced today the finalists for the 22nd Annual Canadian Grand Prix New Product Awards. This prestigious awards program celebrates the best new products in food, non-food and private-label categories, as selected by a 30-member jury. Winners will be announced at the Gala on June 3, 2015 at the Toronto Congress Centre, as part of RCC’s STORE 2015 Conference.

“Our finalists represent the very best in product development, design and brand management,” says Diane J. Brisebois, President & CEO, RCC. “We are proud to recognize the teams and brands behind these outstanding new products and new this year, we’ve put a greater focus on innovation when evaluating products, as it’s an important aspect to both consumers and merchants.”

The expert panel judging the awards is comprised of consumers, food journalists, packaging designers, and grocery industry R&D and marketing personnel. Through a rigorous judging process, the jury grades each entry on five criteria: uniqueness and innovation, product characteristics, presentation and packaging, overall consumer value, and consumer acceptance (household penetration rate of a product). This year, the evaluation of the judging process was more transparent than ever; juror feedback was provided directly to all participants.

Longtime Jury Chair Marcus Von Albrecht says there was an emphasis on all-natural and fresh products in the food category submissions. He also noted a number of food submissions were geared towards elevated entertaining without the elevated price tag. “These high-quality products allow consumers to create an elegant, unique menu to impress their guests, without spending a fortune on expensive ingredients.”

On the non-food side, he noticed a theme of nostalgia in the submissions. “These products harkened back to consumers’ childhood, tugging at their heartstrings with a vintage quality. Updated packaging and modernized upgrades keep the products relevant while maintaining the familiarity of the product.”

For their test kitchen, the jury evaluated the Food and Private Label products in March at the Institut de tourisme et d’hôtellerie du Québec (ITHQ) in Montreal. Judges assessed the non-food products in their own homes over six weeks.

This year, after rigorous testing, 91 products became finalists by reaching specific minimum criteria. Additional details on the criteria are found here: http://www.storeconference.ca/canadian-grand-prix-new-product-awards/judging. To make the judging as impartial as possible, the panel assessed the taste, nutritional value and price of food products “blind”, before they saw the packaging and the manufacturer’s name.
To view the complete list of finalists, visit: http://www.storeconference.ca/canadian-grand-prix-new-product-awards/finalists.

This year’s Canadian Grand Prix New Product Awards was open to manufacturers and distributors of all sizes, for products introduced during the 2014 calendar year. The finalists and winners can use the award logo on their packaging for two years.

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Retail Council of Canada (RCC) is the Voice of Retail in Canada representing more than 45,000 store fronts of all retail formats, including department, specialty, discount, and independent stores, and online merchants in general merchandise, grocery and drugs. Its membership represents over 75% of all retail sales in Canada. RCC is a strong advocate for retailing in Canada and works with all levels of government and other stakeholders to support employment growth and career opportunities in retail, to promote and sustain retail investments in communities from coast-to-coast, and to enhance consumer choice and industry competitiveness. RCC also provides its members with a full range of services and programs including education and training, benchmarking and best practices, networking, advocacy, and industry information. www.retailcouncil.org _@retailcouncil_ #RCCGrandPrix

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2014 Finalists by Category

**Food**

**Bakery**
CANADA BREAD COMPANY, LIMITED
Dempster’s® 100% Whole Grains Signature Blends
WESTON BAKERIES LIMITED
Country Harvest
D'Italiano® Bagelli™

**Baking Needs**
KRAFT CANADA
Kraft Peanut Butter - Holiday Cookie Kit
McCORMICK CANADA®
Club House Extract
TREE OF LIFE CANADA VLC
Keebler Mini Graham Cracker Pie Crust

**Beverages**

A. LASSONDE INC.
Oasis® Smoothie Greek Yogurt
COCA-COLA LIMITED
Coca-Cola
TREE OF LIFE CANADA VLC
MADD Virgin Craft Brewed Lager

**Condiments & Sauces**

BURNBRAE FARMS LIMITED
Burnbrae Farms Nanny Hudson’s Homestyle Ketchup
GAY LEA FOODS CO-OPERATIVE LTD.
Gay Lee Real Coconut Whipped Cream
KRAFT CANADA
Limited Edition - Kraft Peanut Butter Plush Bear + 500g Smooth Peanut Butter
McCORMICK CANADA®
Club House Skillet Sauce

**Confectionery**

FERRERO CANADA LTD.
Nutella & Go
MARS CANADA INC.
M&M’S® Bottles
Snickers® Bites

**Dairy Products**

AGROPUR COOPERATIVE
Natrel® Partly Skimmed Maple Milk
HAIN CELESTIAL CANADA
Greek Gods® Honey Salted Caramel Yogurt
NUTRINOR COOPERATIVE
Organic Nordic Milk
OLYMPIC DAIRY PRODUCTS INC.
Chia Yogurt
PARMALAT CANADA
Astro® Original
Black Diamond® Cheese Spread
Président® Feta Cheese Crumbled
PRÉSIDENT® Spreadable
ULTIMA FOODS INC.
iögo® Moment™

Deli, Egg, Meat & Seafood
HIGH LINER FOODS INC.
High Liner Simply Fish
SOFINA FOODS INC.
Deli Naturally!

Dessert
SCOTSBURN DAIRY GROUP
Scotsburn Premium Inclusion Ice Cream Bars

Frozen or Refrigerated Prepared Food & Entrees
HAPPY PLANET FOODS, INC.
Happy Planet Fresh Soup
INDUSTRIE GASTRONOMIQUE CASCAJARES
Porchetta Festive Box
VEG PRO INTERNATIONAL INC.
Asian-Style Stir Fries

Fruits, vegetables & produce
GARDEIN
Gardein™
HAIN CELESTIAL CANADA
Europe's Best® Fruit Cups
MONAGHAN MUSHROOMS
Belle Grove® Mushrooms

Shelf Stable Prepared Food & Entrees
NUPASTA INC.
NuPasta / NuPasta

**Snack / Collation**

DARE FOODS LIMITED
Breton® Bean Crackers (Gluten-free)
Dare Cookie Chips

KISKO PRODUCTS
Mr. Freeze® ElectroICE Sport™

NATURALLY HOMEGROWN FOODS LTD.
Hardbite™ Chips
Non-Food

Baby Care
BABY GOURMET FOODS LTD
Baby Gourmet Plus

General Merchandise
BERNARDIN LTD [JARDEN BRANDED CONSUMABLES CANADA]
Bernardin™ Frozen Herb Starter Tray
Bernardin™ Sip & Straw Lids
Vintage Collection Green Jar Pint by Bernardin™
DART CANADA
Solo® Premium Strength Plates
WHIRLPOOL CANADA
KitchenAid® Produce Preserver

Health Care
PROCTER & GAMBLE INC.
Always Discreet
Crest® 3D White™ Luxe Whitestrips® Supreme Flexfit
Crest® Sensi-Relief™ Whitening + Scope®

Household Products
PROCTER & GAMBLE INC.
Febreze First Defense Allergen Reducer
Gain® Flings™ Original
Mr. Clean® Liquid Muscle™
S. C. JOHNSON AND SON, LIMITED
Scrubbing Bubbles® Mega Shower Foamer® with Ultra Cling - Rain Shower®
Windex® Electronics Wipe& Go™ Wipe
THE CLOROX COMPANY OF CANADA, LTD.
LIQUID-PLUMR® - Hair Clog Eliminator™
PINE-SOL® Multi-Surface Cleaner, Mandarin Sunrise

Paper, Plastic & Foil
PROCTER & GAMBLE INC.
Charmin Basics®

**Personal Care**

KING’S CROWN
King's Crown Ultra-Rich Shaving Cream
PROCTOR & GAMBLE INC.
Full Lash Bloom by lashblast mascara
Gillette® Fusion® ProGlide® with FlexBall™ Technology
Herbal Essence Naked Volume Collection
Olay® Regenerist Luminous™ Tone Perfecting Treatment
Tampax Pearl Active

**Pet Needs**

DLM FOODS CANADA CORP.
Milk-Bone® Brushing Chews

**Private Label - Food**

**Bakery**

LONGO’S
Longo's Signature Keylime Cheesecake
METRO BRANDS, G.P.
Irresistibles Life Smart Bread
SOBEYS INC.
Compliments Gluten Free Breads
WALMART CANADA
Our Finest Mini Croissants

**Beverages**

METRO BRANDS, G.P.
Irresistibles Herbal Tea
Irresistibles Life Smart Juice Blend

**Condiments & Sauces**
METRO BRANDS, G.P.
Irresistibles Gourmet Extra Virgin Olive Oil
SOBEYS INC.
Compliments presents Jamie Oliver Condiments

Confectionery, Snack & Dessert
FEDERATED CO-OPERATIVES LIMITED
Co-Op Gold Cookies
Co-Op Gold Trail Mix
METRO BRANDS, G.P.
Irresistible Greek yogourt cheesecake
Irresistibles La Collezione
SOBEYS INC.
Compliments Balance Fruit & Vegetable Bars
WALMART CANADA
Our Finest Luscious Lemon Cookies
Our Finest Luscious Lemon Pie Ice Cream

Dairy, Eggs, Meat & Seafood
LONGO’S
Longo’s Signature Fully Cooked Pulled Pork
METRO BRANDS, G.P.
Irresistibles Cream Cheese and Greek Yogourt Spread
SOBEYS INC.
Compliments presents Jamie Oliver Sausages
SOBEYS QUEBEC
Flattened Chicken
WALMART CANADA
Our Finest Angus Beef Meatballs

Prepared Food & Entrees
METRO BRANDS, G.P.
Irresistibles Flatbread
Irresistibles Quinoa

Private Label - Non-Food
Baby Care

WALMART CANADA
Parent’s Choice Infant Formula (For babies sensitive to lactose)

Household Products

METRO BRANDS, G.P.
Irresistibles Dish Soap

Paper, Plastic & Foil

WALMART CANADA
Great Value Paper Towels – Strong and Absorbent (Family Size)

Pet Needs

MONDOU
Vetdiet®
Vetdiet® - Care
Vetdiet® Dental Care