





Quality Food Awards

The Quality Food Awards (QFAs) are now in their 42nd year, and have become renowned in the industry for the mark of quality they bring to your products.

The Quality Food Awards are judged solely by industry experts: food scientists; chefs; writers; bloggers; product developers; photographers; packaging experts; consultants and more. Winning an award is therefore a mark that a product has been independently judged and is of an outstanding quality.



STATS



OF CONSUMERS...
ARE MORE LIKELY TO BUY
A PRODUCT THAT HAS
WON OUR AWARD



OF CONSUMERS...
WOULD TRUST THAT A FOOD
PRODUCT WAS GOOD QUALITY
IF IT SAW OUR AWARD ON PACK



OF CONSUMERS...
HAVE SEEN
OUR LOGO ON A
FOOD PRODUCT

VYPR: FEB 2019 | UPTO 520 CONSUMERS TESTED



Quality Food Awards 2021

Our month long judging brings together a 200-strong panel of independent judges to debate and evaluate every product. This ensures that you can be confident that your products are judged by experts in the field.

“It’s important to show on pack just how good our products are, and what says quality better than a Quality Food Award”

David Lennox | *Head Development Chef* | Iceland

“The process of judging products is very thorough and done by leading industry experts with years of experience. Even if you don’t win an award the feedback you receive is impartial and extremely useful for your brand strategy”

Steve Jackson | *Sales Director* | DJM Food Solutions

“Best £125 I have ever spent. The Awards sit at my desk every day; to be associated with winning the 'Q's has such great gravitas when you talk to people – it truly is amazing”

Chris Beech | *Founder* | Luhv Drinks





Quality Food Awards Coverage

Marketing your QFA wins is proven to increase your sales and boost your brand.

Hannah McKay · 1st
 Head of Food and Beverage UK & I at Caffè Nero
 3d · 🌐

Really proud to have won a Q Award for our delicious Chicken, Broccoli and Rice Soup. Available to enjoy this week a perfect lunch time treat. Thanks to all involved in creating this delicious soup. #caffenero #Qawards #soups



Rhythm108
 3h · 🌐

🏆 Great news from Quality Food Awards! 🏆 Our deliciously Swiss M'ilk & Hazelnut Truffle Bar has been shortlisted in the Vegan Snacking category 🥰! Filled with a delicious, creamy hazelnut praline and coated in a velvety Swiss Mylk Chocolate, you can find them in [Sainsbury's](#), [Asda](#), [Whole Foods Market](#), [Planet Organic](#), [BoothsCountry](#) and on our online shop - stay tuned to find out if our indulgent treat is a winner!

Check out the full shortlist:
<https://uk.qualityfoodawards.com/QFA20/en/page/2020-shortlist>



ADVERTISEMENT

Feast

See inside for this week's issue

Whole Scottish Salmon
 £4.95 per kg (5.3kg)
 ON SALE TO DEL

Find these and more at
 The Quality Food Awards
 Christmas Retailer of the Year.

ALDI
 Everyday Amazing.



Quality Food Awards Media Coverage



This free-from pudding could be your new favourite

Whether you're gluten free, vegan or dairy free, you'll be able to find a whole host of tasty options.

The Best Free From Gingerbread and Butterscotch Pudding (£5) is gluten free and milk free and makes a great alternative to traditional Christmas pudding.

The stem ginger pudding with separate butterscotch sauce is a Quality Food Awards winner, so it's a great addition to your Christmas table.



Norseland's Mexicana Vegan cheese scoops the award for best dairy-free cheese block in the Quality Food Awards 2020.



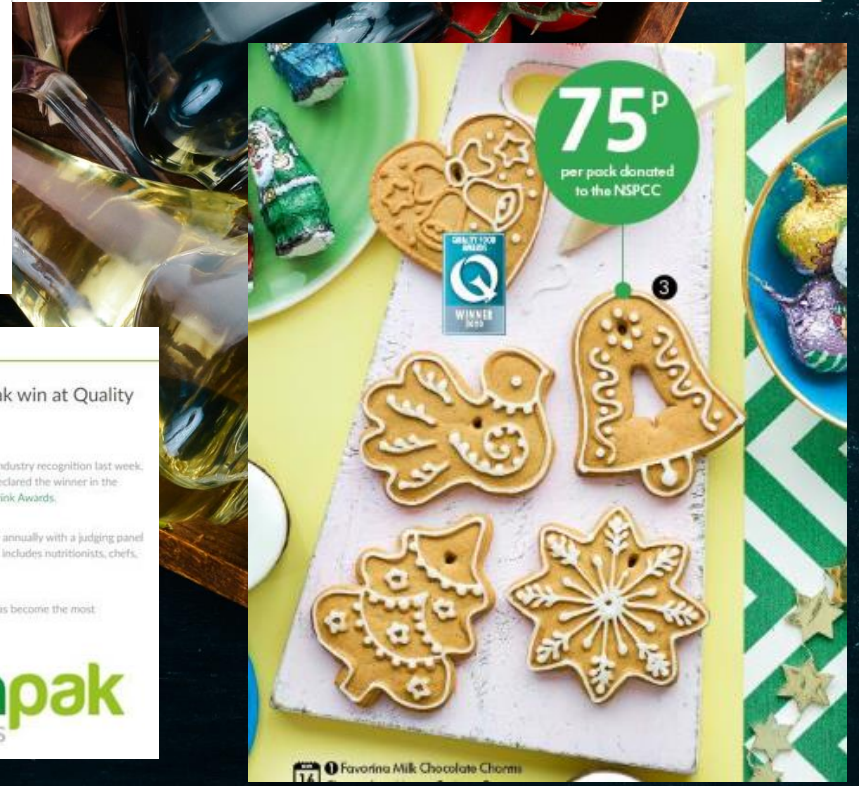
Brakes Poached Eggs from Fresh Pak win at Quality Food Awards 2019

November 26, 2019

Our British Lion Free Range Poached Eggs received further industry recognition last week. The product, one of a range that we supply to Brakes, was declared the winner in the Foodservice Dairy category at the 2019 Quality Food and Drink Awards.

The awards have been running for 40 years. They take place annually with a judging panel made up of experts from across the food industry. The panel includes nutritionists, chefs, food technologists and packaging experts.

The 'Q' logo displayed on the winning products' packaging has become the most recognisable mark of excellence for food and drink.



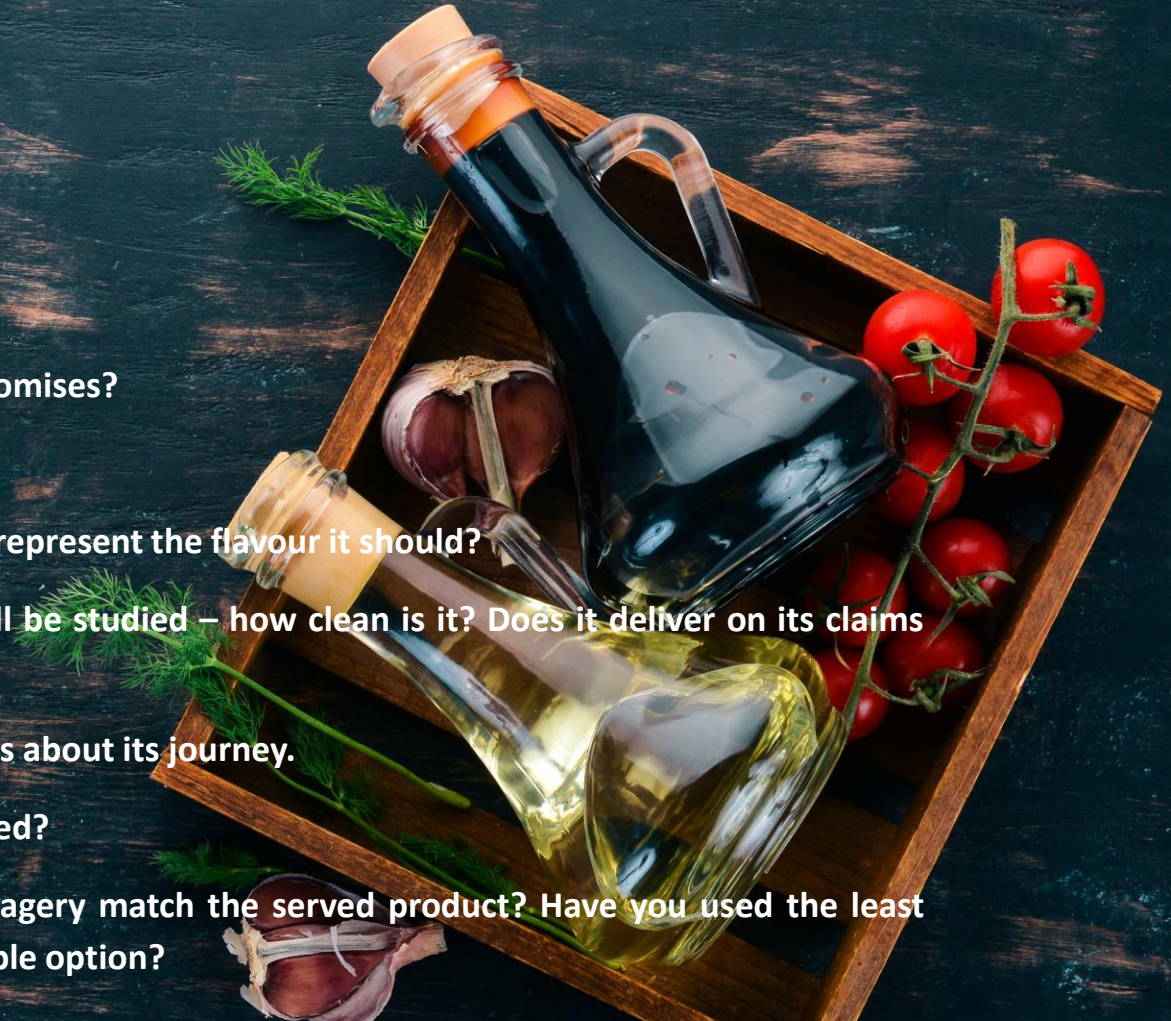


Quality Food Awards

Judging Criteria

Products are judged according to ten different criteria:

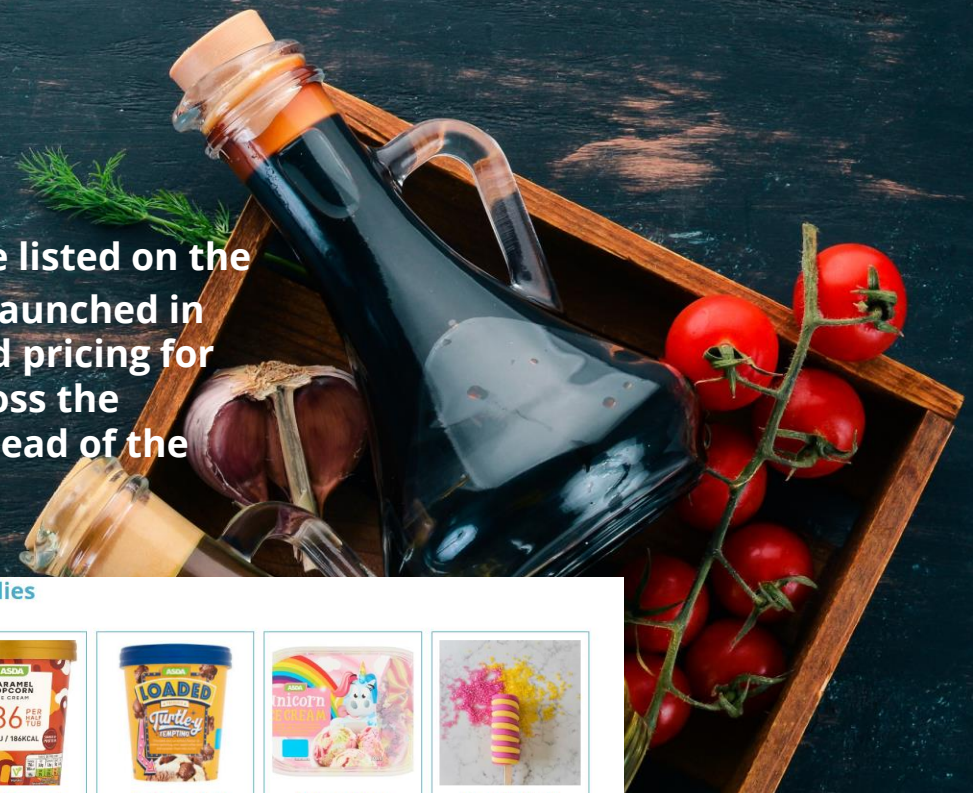
- **Taste:** above all else, the product must taste great.
- **Flavour:** does the product deliver on the flavours it promises?
- **Texture:** how is the mouthfeel of the product?
- **Aroma:** how does the product smell, is it inviting and represent the flavour it should?
- **Ingredients List:** the quality of the ingredients list will be studied – how clean is it? Does it deliver on its claims e.g. health benefits, nutritional profile?
- **Provenance:** where has the product come from? Tell us about its journey.
- **Product Appearance:** How does the product look served?
- **Packaging:** Is the pack eye-catching and does the imagery match the served product? Have you used the least amount of packaging possible with the most sustainable option?
- **Price Point/Value for Money:** Does the product represent good value for money? The product can be expensive, but as long as the value for money is there it is worth the prize e.g. high-quality ingredients, organic, fair trade etc
- **Innovation/Aims in the Marketplace:** What is new and exciting about your product? Or, is it a tried and tested product that serves a purpose in the marketplace?






Quality Food Awards 2021

Shortlist Showcase: All shortlisted entries will be listed on the website as part of the Product Showcase, a new feature launched in 2020. The showcase will include images, descriptions and pricing for all products on the shortlist, highlighting the quality across the industry. This is a great way to promote your product ahead of the results presentation.



Quality Food Awards 2020



Asda Extra Special Camembert de Pays, Eurilait







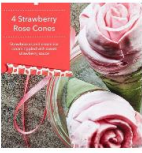
This camembert is made at the Fromagerie du Val de Scorff, close to the coast of southern Brittany. The cheese is made with fresh unpasteurised milk, collected from local farmers. Modern production techniques and traditional cheesemaking methods combine to create a truly authentic French Camembert. Each cheese is matured for 9-12 days and carefully tended by hand, guaranteeing the master cheesemaker's "1ère Qualité" seal of approval. This authentic camembert ripens to provide a gloriously strong and full-bodied flavour with a rich, buttery texture. A perfect addition to any cheeseboard or simply served oven baked with crusty bread.

<https://www.asda.com/>

Price of product: £2.20

Close

Ice Cream and Ice Lollies

 <p>Aldi Specially Selected Scottish Isles Sea Salt and Caramel Ice Cream</p> <p>Detail</p>	 <p>Asda Caramel Popcorn Ice Cream</p> <p>Detail</p>	 <p>Asda Loaded Turtle-y Tempting Ice Cream, Froneri</p> <p>Detail</p>	 <p>Asda Unicorn Cone</p> <p>Detail</p>	 <p>Barratt Fruit Salad Raspberry & Pineapple Flavour Ice Lollies, Icefresh Foods</p> <p>Detail</p>
 <p>Booker Classic White Ice Cream</p> <p>Detail</p>	 <p>Co-op Strawberry Rose Cones, Icefresh Foods</p> <p>Detail</p>			



Quality Food Awards 2021

Key Dates

- Launch: 22nd March
- Entries close: 25th June
- Judging Dates: w/c 19th July to 12th August
- Christmas Results: 13th September
- Shortlist Announcement: End September
- All Results: November





Quality Food Awards

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