

RETAIL NEWS EXAMINES HOW ITS AWARD WINNERS DEMONSTRATED OUTSTANDING ACHIEVEMENT AND CHASED INNOVATION AT EVERY STAGE OF THEIR OPERATIONS

Awards power creativity and serve as the ideal way to instantly re-energise business, raise a company's profile and encourage best practice among members of the retail community.

According to Adel Al Nowais, vice Chairman and managing director of Dubai's Federal Foods, winner of Best Distributor, the company witnessed "a phenomenal growth during 2007 both in terms of revenue and distribution by successfully launching many new product lines of its existing brands & adding some of the renowned brands to its portfolio."

"Our overall market visibility improved with better market penetration, supported by aggressive promotional activities."

The Grand Jury comprised CEO level, respected retailers and brand activations experts from across the Middle East, who selected winners on the set of criteria, where relevant, of taste, texture, appearance, packaging, contribution to the relevant category's growth, consumer awareness, value for money, clarity of labelling and the strength of their marketing activities.

THE GRAND JURY

Masher Pagar is the director and managing partner of Retail Arabia.

Ahmed O. Moush is COO of Asiza Parda United Company.

Ashraf Ali M.A. is the executive director of Emko Group.

Jannie Holtbassen is CEO of Sparreys.

Richard Woodward is the business director for OgilvyAction.

Himanshu Vashishtha is managing director of The Nielsen Company - UAE.



AWARD: BEST FROZEN FOOD

Winner: Häagen-Dazs (NTDE)

One judge commented that although Häagen-Dazs, winner of this year's Best Frozen Food award was widely available, it had critically maintained an exclusive, high-end image with commendable, quality flavours in the market. NTDE's CEO Farid Ahmadi said the company was "truly honoured" to receive the prestigious award. "This recognition reflects our commitment to bringing our customers supreme quality ice cream made only from the finest ingredients.

"Perfection and innovation are central to the taste and quality that Häagen-Dazs offers. We therefore constantly invest in not only keeping the product fresh, but also in innovative distribution channels that meet customer needs and preferences." NTDE became master franchisee and exclusive distributor for the UAE of Häagen-Dazs in 1999, and it now operates 15 Häagen-Dazs standalone cafes, "the showroom of the brand." The distributor plans to open at new locations including Dubai International Airport and the Dubai Mall, lifting store numbers to 21.

