



# Product of the Year Winners 2009 – UK



Category	Product name	Manufacturer
Petfood	Nature's Wellness	Procter & Gamble UK
Alcohol	Baileys With A Hint Of Coffee	Diageo GB
Confectionery	Wispa	Cadbury UK
Luxury Chocolate	Moser Roth Finest Milk Chocolate Truffles	Aldi Food Stores Limited
Dessert	Aero White Chocolate Bubbly Dessert	Lactalis Nestlé
Kids' Chilled	Milkybar Little Treats	Lactalis Nestlé
Frozen Healthy Eating	Big Tick - turkey drummers	Bernard Matthews
Frozen	Aunt Bessie's Best Yorkshire Puddings	Aunt Bessie's
Snacks	Pringles Select	Procter & Gamble UK
Dairy	Ski Yogurt - New Naturally Delicious Recipe	Lactalis Nestlé
Laundry	Ariel Excel Gel	Procter & Gamble UK
Stain Removal	Vanish Oxi Action Magnets	Reckitt Benckiser Plc (Berkshire)
Kids' Hygiene	Andrex Kids	Kimberly-Clark (Andrex)
Baby	Huggies® Pure Wipes Travel Tub	Kimberly Clark Ltd (Huggies)
Deoderant	Sanex Natur Protect	Sara Lee Household & Body Care UK Ltd
Hair Care Salon Only	Dualsenses 60sec Treatment	Goldwell
Hair Colour	Nice'n Easy Perfect 10	Procter & Gamble UK
Hair Styling	Pantene Pro-V Enhanced Layers Create and Hold Hairspray	Procter & Gamble UK
Shampoo	Head & Shoulders Damage Rescue	Procter & Gamble UK
Feminine Hygiene	Always Fresh	Procter & Gamble UK
Self Tanning	Holiday Skin™ Lightglow Body Lotion	Johnson & Johnson Limited
Facial Care	3in1 Dreamy Skin Facial Cleansing Wipes	Johnson & Johnson Limited
Eyecare	Nutritionist Caffeine Eye Roll On	L'Oréal UK
Bodycare	E45 Endless Moisture Body Range	Reckitt Benckiser Plc (Berkshire)
Body wash	Shower Smoothies	Sara Lee Household & Body Care UK Ltd
Suncare	Savlon Aftersun Foam Spray	Norvatis Consumer Health UK Ltd
Household Paper	Andrex Hello Softie	Kimberly-Clark (Andrex)
Household Cleaning	Fairy Clean & Care	Procter & Gamble UK
Air Freshener	Air Wick Aqua Essences	Reckitt Benckiser Plc (Berkshire)
Battery	Duracell Ultra	Procter & Gamble UK
Men's Grooming	Wilkinson Sword Quattro Titanium Precision	Wilkinson Sword
Kids' Health	Savlon Advanced Healing Gel	Norvatis Consumer Health UK Ltd
Adult Health	Nurofen Express	Reckitt Benckiser Healthcare (UK)
Oral Care	Aquafresh Iso-Active Foaming Gel	GlaxoSmithKline

Based on the UK's largest consumer study of product innovation – a TNS survey of 12,000 individuals from a nationally representative sample of adults, in Great Britain, Northern Ireland, Republic of Ireland and Wales.

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