

## **sofi™ Gold winners announced by the National Association for the Specialty Food Trade**

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SOURCE NASFT

### **Rozendal Hibiscus Vinegar from South Africa named Outstanding New Product of 2010**

NEW YORK, June 28 /PRNewswire/ -- Winners were announced this evening for the 38th sofi Awards for the outstanding foods and beverages of the year. Presented by the National Association for the Specialty Food Trade (NASFT) the awards honor the outstanding specialty foods and beverages of the year in 33 categories. "sofi" stands for specialty outstanding food innovation.

The awards were presented at the Summer Fancy Food Show by noted Executive Chef Dan Barber of Blue Hill and Blue Hill at Stone Barns at a red-carpet event at the Jacob K. Javits Convention Center in New York.

The 2010 sofi Gold Winners are:

Appetizer, Antipasto, Salsa or Dip: Simply Delish - Simply Delish Chunky Dip - Sweet Chili

Baked Good, Baking Ingredient or Cereal: The Sticky Toffee Pudding Company - Sticky Toffee Pudding

Cheese or Dairy Product: Ritrovo Italian Regional Foods - Ritrovo Selections - Mt. Townsend Limited Edition Truffle & Salt Seastack

Chocolate: Poco Dolce - Sesame Toffee Tiles

Classic: Fischer & Wieser Specialty Foods, Inc. - Mom's Spaghetti Sauce

Cold Beverage: Brands of Britain - Fever-Tree Ginger Beer

Condiment: Dulcet Cuisine - Mild Indian Curry Ketchup

Confection: Amy E's Bakery - Almond Toffee

**Cookie: Effie's Homemade - Effie's Oatcakes**

Cooking Sauce or Flavor Enhancer: Maya Kaimal Fine Indian Foods - Tikka Masala Simmer Sauce

Cracker: Kitchen Table Bakers - Rosemary Parmesan Crisp

Dessert or Dessert Topping: Ciao Bella Gelato Company - Key Lime Graham Gelato Squares

Diet and Lifestyle Product: G.S. Gelato And Desserts, Inc. - Blood Orange Sorbetto

Food Gift: Sonoma Syrup Co. Inc. - Extract Gift Set

Frozen Savory: Hancock Gourmet Lobster Co. - Port Clyde Lobster Mac & Cheese

Hot Beverage: Belgium's Chocolate Source - Hot Chocolate Stick

Innovation in Packaging Design or Function: Knipschildt Chocolatier - Ensemble Box of Easter Eggs

Jam, Preserve, Honey or Nut Butter: Beth - el Food Ltd. - Aunt Bertha Apricot Preserves 75% Fresh Fruit

Meat, Pate or Seafood: Nueske's Applewood Smoked Meats - Nueske's Applewood Smoked Bacon

New Product : South African Consulate General - Rozendal Hibiscus Vinegar

Non-Food Specialty Item: Source Atlantique Inc. - If You Care 100% Biomass FSC Certified Firelighters

Oil: Manicaretti Italian Food Imports - Olio Verde Extra Virgin Lemon

Pasta Sauce: Dave's Gourmet, Inc. - Masala Marinara

Pasta, Rice or Grain: Nuovo Pasta Productions, Ltd. - Kidz Mac & Cheez Gol'Fish Ravioli

Perishable Foodservice Product: Vermont Butter & Cheese Creamery - Bijou

Pet Product: The Lazy Dog Cookie Co., Inc. - The Original Pup-Pie Happy Birthday

Product Line: Royal Pacific Foods - The Ginger People

Salad Dressing: Lucini Italia Co. - Delicate Cucumber and Shallot Artisan Vinaigrette

Shelf-Stable Foodservice Product: FoodMatch, Inc. - Dalmatia Fig Spread

Snack Food: Nutorious - Cranberry Orango Tango

Soup, Stew, Bean or Chili: Hancock Gourmet Lobster Co. - Linekin Bay Lobster Corn Chowder

USDA-Approved Organic Product: Truly Organic Baking - Bakers Basics™ Organic Banana Bread Mix

Vinegar: Lucero Olive Oil - Peach Balsamic Vinegar

Competition was stiff this year, with a record 2,257 entries across all 33 categories. This spring, a national panel of specialty food experts narrowed the field to 140 Silver Finalists during five days of judging at NASFT's offices in New York City. More than 200 buyers at the Summer Fancy Food Show cast ballots to select the gold winners. The results were tabulated by an outside accounting firm this afternoon. The Summer Fancy Food Show ends tomorrow, June 29.

"A Sofi Award means instant visibility and recognition by discerning buyers of specialty food and beverages across the U.S. and around the world," said Ann Daw, president of the NASFT. "This year's winners reflect the spirit of innovation and excellence that are the foundation of the specialty food industry."

The NASFT is a not-for-profit trade association established in 1952 to foster commerce and interest in the specialty food industry. Today there are more than 2,900 members in the U.S. and abroad. For further information on the NASFT and its Fancy Food Shows, go to [www.specialtyfood.com](http://www.specialtyfood.com). The NASFT's website for consumers, <http://foodspring.com/sofiawards/> provides an insider's look at specialty foods and the companies, entrepreneurs and artisans behind them.

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