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MEDIA RELEASE

Coles Finest Madagascan Vanilla Ice Cream voted 2010 Product of the Year!

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Coles Finest Ice Cream continues to win awards, this time for its Coles Finest Madagascan Vanilla Ice Cream, voted 2010 Product of the Year in the desserts category announced last night.

An independent consumer product award, Product of the Year asks consumers to vote from selection of new products, based on a set of criteria.

Manufactured by small Melbourne based operation, Harry and Larry's Ice Cream the Coles Finest Madagascan Vanilla Ice Cream was ranked number one by consumers for its smooth, creamy texture and quality vanilla bean flavour.

Amber Collins, Coles General Manager of Housebrands said the award is testament to the quality of the products available in the Coles Finest range.

"We're very proud to have received this award. It recognises Coles' drive to develop Housebrand products that provide our customers with real value, quality and innovation," Ms Collins said.

"We have worked closely with Harry and Larry's Ice Cream to deliver an ice cream that is better than leading brands. Receiving recognition from consumers and industry leaders validates this, Ms Collins said.

Lawrence Harris, Managing Director of Harry and Larry's Ice Cream said the company has greatly benefited from its relationship with Coles.

"Supplying to Coles has allowed us to improve and expand. Working with Coles' technical team has enabled us to further to increase our standards. The result, I am proud to say, is four high quality gourmet ice cream varieties, Mr Harris said.

The Product of the Year win comes just six months after the Coles Finest Ice Cream range won three medals at the Dairy Industry Association of Australia's (DIAA) Australian Dairy Product Awards.

The Product of the Year Awards is an independent consumer product award established in France more than 20 years ago and now operates in almost 30 countries. The Australian award surveys 5000 Australians and was open to all consumer products that were launched in Australia since 1 July 2008.

"We launched Coles Finest Madagascan Vanilla Ice Cream in November 2008 and it was instantly a favourite with customers. I think people are surprised at the quality. Hopefully displaying the Product of the Year logo will entice more people to try it. Once they do, they won't go back," Ms Collins said.

Coles Finest Madagascan Vanilla Ice Cream and the rest of the Coles Finest Ice Cream range are available at all Coles Supermarkets for $6.99.

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