



**KNORR GRAVY POTS WIN GRAVY & STOCK CATEGORY IN
PRODUCT OF THE YEAR AWARDS**

PATENTED JELLY INNOVATION PROVES A HIT WITH CONSUMERS

Gravy Pots, an innovation from Unilever UK's number one food brand **Knorr**, have collected first prize in the Gravy/Stock category for this year's Product of the Year awards.

From the makers of Knorr Stock Pots, Gravy Pots use the same patented jelly formula and are the first jelly gravy to be introduced to the market, proving to be a real hit with shoppers and selling in over 3.9million packs since their launch in July 2012¹.

Gravy Pots are one of the most innovative entries into the food market, and make it easier than ever to create delicious, authentic, homemade-tasting gravy, that contain natural, slow-simmered juices.

Products that offer convenience for busy Brits have always been popular contenders in Product of the Year Awards, and Knorr's Gravy Pots are no exception. Perfect for when you're in a hurry but don't want to compromise on flavour or quality, Gravy Pots add a burst of taste to a traditional roast dinner or mid-week meal.

Knorr Professional Chef and mastermind behind the innovation, Igor Zago, comments:

"Together with my inspiration and the best cooking techniques, Knorr Beef and Chicken Gravy Pots are slowly simmered with real meat juices to produce a tasty gravy. The result is a gravy that brings real meat flavours to a whole range of meals, perfect for home-cooking.

Knorr's latest addition, Onion Gravy Pots, are made with only the highest quality vegetables and are a perfect option for vegetarians who crave a genuine roast taste without the meat; because the best dishes deserve the best gravy."

¹ IRI MAT latest, Value Sales, June 2013

Laura Grant, Brand Manager for Knorr Gravy Pots, says, 'We're so excited to win the Product of the Year Gravy & Stock category. Our Gravy Pots have been a huge hit with consumers, who are looking to create delicious meals at home but don't always have time to cook from scratch. Knorr Gravy Pots are perfect for busy, time-conscious consumers, who want great taste without the fuss.'

Available in three tasty flavours, Beef, Chicken and Onion*, Knorr Gravy Pots provide the perfect accompaniment to any succulent roast dinner.

-ENDS-

Please contact Laura Sharkey at Clarion Communications for more information regarding Knorr Gravy Pots:
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NOTES TO EDITORS:

About Product of the Year:

Product of the Year is the UK's largest independent survey into product innovation with more than 10,000 consumers voting in a survey conducted by TNS. Winning manufacturers can take heart that 44% of consumers saying the endorsement of the *Product of the Year* logo makes them more likely to buy the product, and almost half of all consumers (48%) feel it makes any advertising more trustworthy.² This is certainly borne out by research from Kantar Worldpanel that shows the 14 winners from Product of the Year 2010 achieved an average of £9.2m in sales in the 12-month time period, against an average new product of £1m after one year of being launched.³

The initiative has been running in the UK since 2005 and the success of the scheme has followed around the globe with the awards launching in 15 new countries, including the USA, India, Japan, Brazil, South Africa, New Zealand and Australia. Winning manufacturers span global brand names, including Procter and Gamble, Reckitt Benckiser, Panasonic, PepsiCo, Nestlé, Kimberley Clark and Del Monte, all previous winners.

About Knorr:

A passion for good food goes right back to Knorr®'s earliest days. The business was formed in 1838, when founder Carl Heinrich Knorr pioneered experiments in drying seasonings and vegetables to preserve their flavor and nutritional value. Since then, Knorr® has become an international brand offering a wide range of bouillons, soups, seasonings, sauces, soupy snacks, dressings and frozen and ready-made meals.

Knorr is owned by Unilever UK, one of the country's leading FMCG players, with a turnover of £2.5 billion. Unilever owns 40 brands spanning 11 categories and has a household penetration of 98% in the UK.

* suitable for vegetarians

² Research by TNS: April 2010

³ Kantar Wordpanel research, consisting of 25,000 UK households, evaluated sales performance of 14 POY winners over the 12-month period up to October 2010