

# SWEET SUCCESS FOR HEILALA VANILLA AT NZ FOOD AWARDS



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Multi Award-winning, Tauranga based vanilla company Heilala Vanilla received two top awards at the 2011 New Zealand Food Awards. Held on Wednesday the 19th of October, the awards celebrate innovation and creativity of New Zealand food products.

Heilala Vanilla received the 'Food Export' and the 'KPMG Best Food Enterprise Innovation' awards following on from their recent success in the US market. There were over 40 finalists in these Category's.



2011 has seen the success of Heilala Vanilla Syrup into prestigious US food retail chain, Williams-Sonoma. The chain boasts 200 stores across America and Canada, in high-end shopping areas like Rodeo Drive in Beverly Hills and New York's Madison Avenue. Judging panel member Ben ven Delden of KPMG said Heilala Vanilla Syrup is an excellent addition to the company's vanilla pod products. "This shows that a truly outstanding product and the right positioning of it can enable New Zealand companies to generate a profit from one of the most labour-intensive crops in the world, all the while investing in research and development," Mr ven Delden said.

Heilala Vanilla director, Jennifer Boggiss, said the awards are fantastic confirmation that the business practices they used in the development and planning to export markets have paid off after months of negotiating with Williams-Sonoma and developing new packaging and labelling to meet strict criteria.

*"Williams-Sonoma buyers were impressed with the quality of our product, the labelling and brand story, and I think the Food Award judges appreciated the comprehensive process we undertook in order for the product to be successful in the US market"* Boggiss said.

Heilala Vanilla Syrup is the result of extensive trialling and research with Massey University. It is the latest product in the company's 100% pure vanilla range of plantation to pantry products. The products are dispatched to executive chefs, gourmet food manufacturers and a selection of specialty retail outlets in New Zealand, Australia, Asia and the United States of America.

*Heilala Vanilla Syrup is perfect for pouring over pancakes, french toast, ice cream, adding to smoothies, yoghurt and even cocktails as well as being a welcome addition to savoury dishes including seafood.*

