



Australia's largest independent consumer survey of new household products.



the editor

'At *Super Food Ideas* we give our readers a helping hand in the kitchen. Product of the Year gives them a heads-up

when deciding what to buy at the supermarket.'

Rebecca Cox
Editor, *Super Food Ideas*



the ambassador

'As a mother Product of the Year is a brilliant guide for busy shoppers when deciding which new products to buy'

Lisa Wilkinson
Co-Host, *The TODAY show*



the mum

'Product of the Year is voted for by people like me, so I can trust that I'm choosing products that are the highest in

quality and innovation.'

Katrina Sorensen
'Supermum'

Best of the best

The Product of the Year logo is a handy guide for busy shoppers looking for quality. Each year more than 5000 Australian households are surveyed to decide the best new products across 21 categories, such as bakery goods, beauty products, beverages, electronics and small appliances. Look for the Product of the Year stamp on packaging in the supermarket and be assured it was decided by people like you.

Introducing Product of the Year

What is Product of the Year?

Product of the Year was founded in France in 1987, and is now established in 28 countries. It's Australia's largest independent consumer survey of new products, involving a survey of 5000 households across the country.

How does it work?

To qualify for entry, products must have been launched in the last year, and show innovation in design, function or packaging. A judging panel determines the finalists, then 5000 Australian households are surveyed for consumer input in judging category winners.

Who are the judges?

The judging panel comprises retailers, media and consumer researchers who ensure all entries satisfy strict criteria. This year the jury included *Super Food Ideas* editor Rebecca Cox.

What are the categories?

There are 21 categories in Product of the Year including food and beverages, personal care and beauty, pet care, cleaning, suncare, laundry and dishwashing, pharmaceuticals and electronics. The most competitive categories from 2011 were chocolate confectionery, cleaning products and skincare.

Naturally Fresh

Air Wick Aqua Mist is a unique, chemical propellant-free freshener. Voted 2011 Product of the Year (Air Care Category), Aqua Mist has a light scent that refreshes any room in the home.



Air Wick Aqua Mist – Product of the Year 2011 (Winner, Air Care Category)

- * Aqua Mist's unique trigger system is designed to dispense a fine fragrant mist. Inspired by water-based botanicals, Aqua Mist provides a very fine mist of a water-based product.
- * Unlike other aerosols, **Aqua Mist contains no chemical propellants.**
- * Because Aqua Mist is water based, you can use it to freshen up most fabrics in your home including **curtains, carpet and furniture upholstery.**
- * Aqua Mist is available in three fragrances – Fresh Waters, Wild Lavender and Mountain Breeze, and Magnolia & Cherry Blossom. You can find Aqua Mist at most leading supermarkets.



Air Wick Aqua Mist – Product of the Year (Winner Air Care Category)*

*Survey of 5,000 people by TNS Market Research.