

## Yorkshire Ice Cream Wins National Award For New Product of the Year!



Yorkshire Ice Cream has been crowned the winner in the ice cream category of The Grocer 2018 New Product of the Year Awards. The awards are highly regarded amongst the food and drink industry and considered to be a measure of the future success of new products in supermarkets. Yorkshire Ice Cream beat off stiff competition from Unilever with its Magnum Classic Tubs in the category which was described as “tightly fought”.

The awards attracted almost 200 entries which have undergone a rigorous judging process. The finalists were subject to scrutiny from a panel of experts comprising food bosses, food development gurus and journalists before the winners were announced at a ceremony in London on 5<sup>th</sup> October. The judges were impressed by the “high quality product’s good vanilla taste” and it won by virtue of being “creamy and light”.

Yorkshire Ice Cream is made on the farm near Masham in Wensleydale using milk from local farmers and is sold in Morrisons, Co-Op and Booths in 1 litre tubs for a recommended retail price of £3.50 per litre.

Brymor’s Managing Director Paul Hodgson said “We are delighted to win this award which recognises the great taste of Yorkshire Ice Cream and which we created to provide consumers with an affordable product made with top quality local ingredients. With the exception of the vanilla flavour, Yorkshire Ice Cream is 100% locally sourced which helps to support Yorkshire farmers and suppliers”.

Brymor is famed for its other eponymous brand of ice cream which is made from Guernsey milk from its own herd of pedigree Guernsey cows.

For more information about Yorkshire Ice Cream or Brymor Dairy, please email [hello@brymordairy.co.uk](mailto:hello@brymordairy.co.uk)