

Search begins for Scotland's next Top Product



The retailer Aldi has launched its search for the country's next Top Product today.

They want to find a new and exciting product which will be a hit with Scottish shoppers. Last year it was the Orkney baker Argo whose Caramel Shortbread took their eye, along with Cobbs Chocolate Brownies. The deal with Aldi was worth almost £200,000 to the producers.

Graham Nicolson, Group Buying Director ALDI Scotland, said: "The search for Aldi's Next Top Product is a fantastic opportunity to discover new exceptional food and drink businesses from all over the country and give them the opportunity to compete with long-established brands. Given the success of 2015's search, we've brought it back again this year to give more Scottish producers the chance to secure their big break. We're looking forward to receiving application forms from a wide range of producers."

Scotland Food & Drink Chief Executive James Withers commented: "Aldi's search for Scotland's Next Top Product presents a great opportunity for Scottish food and drink producers. In addition to getting onto Aldi shelves, the winner will get great support to build their own capabilities, including working with the retailer's buyers to make the most of the year's listing and to focus on elements such as product design. I'd encourage producers to enter this competition; it's a worthwhile exercise for companies regardless of whether they win."

"Aldi is placing a strong focus on sourcing locally and the resultant relationships with Scottish suppliers are great to

see. This approach is invaluable for the continued growth of our sector. The Scottish food and drink industry has been enjoying sales growth year on year and there is good reason for us to be recognised as a Land of Food and Drink as we offer quality products with a strong identity. This hunt for the next best product has proved to be good exposure to new or as yet undiscovered products in the market, although I suspect that the judging panel will have a tough job on their hands identifying just one."

The deadline for entries is Friday 18th November. Scottish businesses can enter the competition via Scotland Food & Drink's website by filling out an online entry form www.foodanddrink.scot/aldi. Suppliers must be SALSA (Safe and Local Supplier Approval) accredited and have the capacity to meet the demands of supplying Aldi's 67+ Scottish Stores to apply. The winning product will also be subject to an Aldi audit. The full list of terms and conditions are also available on the website.