

Ginger Beer & Pear and Macabella Wins Product of the Year

Buderim Group is already tasting sweet success in 2016 with two products taking out their respective categories in the prestigious Product of the Year Awards, voted for by over 14 300 Australian consumers. The awards, which were announced on the 11th of February which saw Buderim Ginger win the Beverage Category for their Ginger Beer & Pear drink and Macabella Choc'Mac Spread take the award in the Spreads Category.



“We are honoured to receive the prestigious Product of the Year award for our Ginger Beer and Pear drink and Macabella Choc'Mac Spread,” said Group Marketing Manager, Jacqui Price. “

Product of the Year is Australia’s largest independent consumer survey of new products, with the brand commanding international credibility championing product innovation in 43 countries around the world. Thousands of Australian household shoppers are surveyed by global research company Nielsen to determine the winners.

“We pride ourselves on creativity and innovative products that stand above our competition, supported by a dedicated and passionate team who worked hard on these products to get them to launch last year. To win Product of the Year is a huge reward for us and our loyal fans.”

“The awards will really help us raise the profile Macabella Choc'Mac Spread and of our new Ginger Beer and Pear to retailers and consumers, providing a high level of credibility and showing support of an Australian business,” says Jacqui.

Ginger Beer & Pear is part of a Ginger Beer range available in a 250ml slimline can or 330ml tall glass bottle by Buderim Ginger with other flavours in the range including Original Ginger Beer with a zesty full-bodied flavour, Ginger Beer & Guarana for an energy kick and Reduced Sugar Ginger Beer sweetened naturally with stevia.

Buderim Ginger Beers are made with real ginger juice and are gluten free. “Our point of difference in the ginger beer market is that we are the ginger experts,” says Jacqui. “Buderim Ginger are the world’s largest producer of ginger and it’s what we specialise in, we have spent over 75 years perfecting the ultimate ginger flavour profile.”

Macabella Choc'Mac Spread entered the spreads market at the start of 2015 with a unique product offering to the existing choc hazelnut spreads, instantly winning consumers’ hearts as a premium product using Australian macadamias - often referred to as the “king” of nuts. The recipe was developed with input from Belgium Chocolatiers, experts synonymous with premium chocolate globally.



Macabella cuts no corners in offering a high end product at a reasonable price point, featuring the highest percentage of nuts in the supermarket spreads category with a minimum 19.5% macadamias in every jar of Macabella Crunch. The ingredients are a big draw card to many consumers, with 45% citing the unique ingredients are what attracted them to Macabella Choc'Mac Spread the most.

It appears Australian consumers share Buderim Groups passion for delicious products with both Macabella Choc'Mac Spread and Ginger Beer & Pear getting an impressive thumbs-up by winning the awards for their taste, quality and innovation.