

# ADUSA's Artie wine wins prestigious award

Ahold Delhaize Global Communication



March 23, 2021 - 2018 Chardonnay won a Best New Product Award after being evaluated by tens of thousands of consumers in a national survey. Winning a best new product award like this is one of the ways Hannaford differentiates itself in an often overcrowded and competitive retail landscape. It also reinforces the brand's everyday commitment to dependable value as part of its Fresh & Convenient strategy.

So, the team was excited to learn that one of the brand wines launched by Hannaford's former Beer, Wine and Liquor Category Manager Adam Nile, and sold at all ADUSA store locations, was selected 2021 Best New Product for Store Brand Chardonnay. The Artie white wine was one of three varieties that won a top prize in the food and beverage category. ALDI's Pinot Grigio

and Pinot Noir were the other two.

"Winning this award means the products we produce and sell are not only appreciated by our customers, but they also are an added value," said Ahold Delhaize Wine Import Manager Jonas De Maere. "The wine is a unique offering our customers can't get anywhere else."

Hannaford Category Manager for Beer, Wine and Liquor Melanie Daigle agrees. "I was extremely excited to learn of this award. Adam and the wine team worked hard to perfect and source the series. It's exciting to see consumers are as happy with it as we are!"

According to their website, the Best New Product Award is North America's most credible and influential consumer product innovation award. More than 14,500 Americans participated in the national survey to pick the 81 winning products in categories such as food and beverage, beauty, health and personal care, and household products. Best New Product Award partners with Newsweek magazine to help drive awareness of these award-winning products.

