



Press Release • Press Release • Press Release • Press Release

Annual sofi Award Finalists Announced in 31 Categories

New York (April 17, 2008): Nearly 1,500 products in 31 categories were tasted and judged in the 36th Annual sofi Awards Competition, which took place in April at the NASFT offices in New York City. A total of 141 products were selected as Silver Finalists.

Submissions were judged on numerous attributes, including quality, innovation, packaging, ingredient profile and pricing. The judges were: Kara Rubin, Whole Foods Market; Brian D. Caplan, Bacchus Wine & Spirits; Stephanie Cook, Raley's; Christina Pirello, host of *Christina Cooks*; Shirley Cheng, Culinary Institute of America; Robert Sickles, Sickles Market; Michelle Cosmo, Crate & Barrel; and Fran Carpentier, *Parade Magazine*.

NASFT will be conducting Phase 2 of the 2008 sofi Awards – for Outstanding New Product – in June. All NASFT members will be mailed a Participation Packet. Entries will be accepted May 20 to May 28.

The final judging to select Gold winners in all 32 categories will take place at the Summer Fancy Food Show in New York City. The winners will be announced on June 30.

[Click here to read a list of the Silver finalists.](#)

The NASFT is a not-for-profit trade association established in 1952 to foster trade, commerce and interest in the specialty food industry. Today, there are more than 2,800 member companies throughout the U.S. and abroad. For further information on the NASFT and its Fancy Food Shows, go to www.specialtyfood.com.

NASFT MEDIA CONTACTS:

Ron Tanner, Vice President, Communications, Education, Government & Industry Relations, 646.878.0115, rtanner@nasft.org

Louise Kramer, Communications Director, 646.878.0130, lkramer@nasft.org