



PRESS RELEASE
Wednesday 26th April 2022

Vegan 'butter' crowned as Best Free From Food Product of the Year in 2022 Free From Food Awards

Violife's top-14-allergen-free butter lookalike, **Vioblock** - an amazingly versatile product with excellent allergen credentials - was voted 'Best Free From Food Product of the Year' by the judges at this year's awards. "It just ticks every box," they said "for flavour, convenience, versatility, allergen friendliness, value for money - and it is even fortified. Unquestionably a winner."

And long term awards medal winners **Damm Brewery** took 'Best Free From Drink Product of The Year' for their no alcohol Free Damm: 0.0% ABV. "Light and crisp, with a great hop balance - amazingly good for a zero alcohol beer".

There was high praise for the 'free from' offer from both Asda and Tesco: Asda for the quality of their staple items, with low price point and success in replicating mainstream essentials; and Tesco for their welcome, much sought-after innovations. But, ultimately, **Tesco** took the 'Free From Retailer of the Year' crown by a whisker, winning it back after ceding it to Asda in 2021!

The judges were delighted to award the first ever 'Convenience Retailer of the Year' prize to **The Co-op** for recognising the 'free from' and allergic consumer's need for core staple items in smaller convenience stores.

The [Free From Hero Award](#), which recognises ordinary people achieving extraordinary feats in the allergy and 'free from' arena, went to **Alexa Baracaia**, author of '[My Family & Food Allergies](#)' and tireless campaigner on behalf of those living with multiple allergies.

To view all Winners in the **Free From Food Awards 2022**, [click here](#).

Possible Features / News Ideas

"The emergence (at long last!) of artisan, matured, handmade vegan cheeses"

"Expansion of Free From Drinks - reflecting changes in our drinking habits & bringing drinks uniquely suitable for the free from and allergic consumer "

"Eating out again? - Best Product in Foodservice"

"We were so pleased this year to be able to run the judging sessions without covid restraints, and delighted to see such an amazing selection of exciting new free from products despite ingredients shortages, delays in supply chains and other global woes!" Says CEO Cressida Langlands; "So much expertise, time, energy and investment goes into producing free from food and drinks, and there is a special passion-fuelled story behind every one of these products. We're also thrilled to see keto, paleo, vegan and speciality foods manufacturers increasingly catering for the free from and allergic consumer. "

Category highlights for 2022 include:

'Nut and Peanut Free Product of the Year' - genuinely nut/peanut free products – with no may contain warnings – are relatively thin on the ground, so we were very happy to have so many truly nut safe entrants.

'Desserts and Puddings' – dominated by ice creams this year in anticipation of getting out and about in the summer sunshine?!

'Speciality Foods' - it's not always about staples! Free From and allergic consumers also want those premium or artisan products, whether for gifts, for date night or simply to treat themselves. And now they can find them.

Three new categories **'Prepared Meals'**, **'Meal Components'** and **'Soup & Bowl Meals'** covered all foods created for the 'eat out at home', 'eat out out' and centre of plate/side dish NPD markets.

For more information, interviews, images or an informal chat please contact Awards CEO [Cressida Langlands](#) on 07790 869706 or Chair [Michelle Berriedale-Johnson](#)

NOTES FOR EDITORS: The Free From Food Awards, the UK's **only** industry awards for freefrom food and drink, started in 2008 by allergy website FoodsMatter to encourage innovation and celebrate excellence in the free from food & drink industry. The awards are entirely independent, supported by sponsorship and entry fees only.