

Mars Food UK Scoops Pasta Ready Meal 'Product Of The Year' For Dolmio® Pasta & S

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Mars Food UK has won the prestigious Product of the Year Award 2016 for its innovative new DOLMIO® Pasta & Sauce kits in the 'Pasta Ready Meal' category. Product of the Year is the world's largest consumer-voted annual award for product innovation.

Gareth Williams, DOLMIO® Brand Manager at Mars Food UK said: 'We are always seeking to innovate and create nutritious and delicious new dishes that give our customers what they want - simple, convenient, tasty quality products. The DOLMIO® Pasta & Sauce range has been immensely popular because it really does allow you to create a delicious home-cooked meal without any of the hassle. We are so proud that this innovative approach has been recognized by Product of the Year and we will continue to bring exciting new NPD to the category.'

The DOLMIO® Pasta & Sauce Kit range was developed to provide a solution for consumers looking for great-tasting meals that can be prepared on the hob - and that taste just like home cooking. The kit is available in Tomato & Garlic, Carbonara, Cheese, Broccoli & Cheese, and Chicken & Mushroom, and is designed to serve two people.

- See more at: <http://www.noodls.com/viewNoodl/31810436/mars-uk-ltd/mars-food-uk-scoops-pasta-ready-meal-8216product-of-the-y#sthash.ZCH3JOpy.dpuf>

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