

## Dairy

**PR** Land O'Lakes Sauté Express Sauté Starter Wins Best New Product Award

by Land O'Lakes

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ARDEN HILLS, Minn.-- Sauté Express® Sauté Starter by Land O'Lakes was awarded a 2014 Better Homes and Gardens Best New Product Award.

The Better Homes and Gardens Best New Product Awards (BNPAs) is the leading consumer-voted awards program in North America, honoring new consumer products in the categories of Beauty, Food & Beverage, Health & Personal Care and Household.

The winning products were chosen by more than 80,000 consumers who participated in an extensive nationwide survey called the American Shopper Study, conducted by independent marketing research firm BrandSpark International in partnership with Better Homes and Gardens.

Land O'Lakes' newest cooking innovation, Sauté Express® Sauté Starter, is a first-of-its-kind seasoned butter and olive oil meal starter that can be used to cook and flavor any vegetable or protein—such as chicken, pork, shrimp or tofu—in one easy step. LAND O LAKES® Sauté Express® Sauté Starter helps families quickly prepare a delicious meal in 30 minutes or less.

Found in the supermarket dairy aisle, Sauté Express® Sauté Starter is made from wholesome ingredients, including herbs, spices, butter and olive oil. The refrigerated squares come in easy-to-use, premeasured portions that provide simple, toss-in-the-pan convenience.

"Sauté Express® Sauté Starter is an easy, delicious meal solution to help families solve the everyday dinner dilemma," said Heather Anfang, Vice President of Marketing at Land O'Lakes. "We're pleased that shoppers enjoy the flavors and convenience of new Sauté Express® Sauté Starter."

The Best New Product Awards are North America's preeminent gauge of habits, trends and key insights into the minds of consumers. LAND O LAKES® Butter with Olive Oil and Sea Salt was recognized as a 2013 BNPA winner.

"With thousands of new products introduced each year, it can be challenging for consumers to choose the best options for themselves and their families," said Robert Levy, President and CEO of BrandSpark International and Founder of the BNPAs. "The Best New Product Awards help shoppers sort through myriad of new products on store shelves, and give them the confidence that the product they select—like Sauté Express® Sauté Starter—has been endorsed by consumers just like them."

"It's great to see consumers recognize and applaud a new product," said James Carr, EVP & President, Better Homes and Gardens. "And in turn, these awards offer a terrific opportunity for us to share the winners with our audience of nearly 40 million."

For more information on Sauté Express® Sauté Starter, and for recipes, tips, and ideas visit [www.SauteExpress.com](http://www.SauteExpress.com).

Launched in 2003, the Best New Product Awards have grown to become the most credible Consumer Packaged Goods awards program in North America, celebrating 11 years in Canada and operating for six years in the United States with recent expansion into Mexico, Turkey and China.

For more information about the Best New Product Awards, please visit [www.BestNewProducts.biz](http://www.BestNewProducts.biz)

### About Land O'Lakes

Land O'Lakes, Inc., one of America's premier agribusiness and food companies, is a member-owned cooperative with industry-leading operations that span the spectrum from farm production to consumer foods. With 2012 annual sales of more than \$14 billion, Land O'Lakes is one of the nation's largest cooperatives, ranking in size at #194 on the Fortune 500. Building on a legacy of more than 92 years of operation, Land O'Lakes today operates under some of the most respected brands in agribusiness and food production including LAND O LAKES, Purina and WinField. The company does business in all 50 states and more than 60 countries. The Land O'Lakes International Development division is one of the major agricultural outreach and food aid programs in the world. Since 1981, this division has helped generate economic growth and improve the quality of life for millions of people through more than 275 projects in 76 developing nations. Land O'Lakes, Inc. corporate headquarters are located in Arden Hills, MN.

### About Better Homes and Gardens

Reaching nearly 40 million readers every month, the Better Homes and Gardens brand extends across the web, tablet, mobile, broadcast, broadband and numerous licensed products, serving and connecting women who are passionate about their homes and the lives they create there. A Meredith publication, Better Homes and Gardens inspires women to dream and gives them the confidence to move from dreaming to doing. For more information, please visit [www.bhg.com](http://www.bhg.com).

### About BrandSpark International

BrandSpark International is a leading brand, marketing and product innovation research company. Its comprehensive and innovative research approach gets at the heart of how consumers think, why they act the way they do, and what clients need to do about it. With expertise in retail and leisure categories and an exclusive relationship with the Best New Product Awards, BrandSpark International has a deep global perspective on the drivers of innovation unlike any other research company. For more information, visit [www.BrandSpark.com](http://www.BrandSpark.com)

Source: Land O'Lakes