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DNA TraceBack™ wins Prestigious IGD Food Industry Award



Superquinn, a leading Irish retailer has recently received the **Unilever Award** for its implementation and marketing of the DNA TraceBack™ concept.

This prestigious award, sponsored by Unilever was announced at the recent International Grocery Distributors (IGD) Food Industry Awards dinner. It is given to organisations who identify and respond to customer needs through innovative business solutions. Superquinn first introduced the DNA TraceBack™ system to provide their consumers with real assurances about the quality and safety of all beef sold in their stores.

Competition for the award was strong, the other finalists including Cott Beverages, Marr Foods, Sainsbury's and Walkers.