



Wellcome “Top 10 Favorite Brands” Campaign Background Information and 2000-2008 Winners’ List

“**Top 10 Favorite Brands**” Campaign is an annual industry event run by Wellcome since 2000. The first-of-its-kind in Hong Kong, the event encourages direct customer participation through voting system that invites customers to vote for their favourite brands. Customers who participate in the campaign can also win a variety of fabulous prizes. By browsing the Wellcome corporate website, every customer can participate and vote for their favourite brands anytime during these four weeks!

The **three award categories (2000 – 2008)** include:

- “**Top 10 Favorite Brands**” – The top ten favorite brands voted by customers
- “**Rising Star**”– Commencing in 2002, this award is presented to a new brand with the most outstanding performance during the year
- “**Outstanding Performance within a Category**” – Introduced in 2006, Wellcome selected seven product categories to identify outstanding brands that were popular among voting customers. This year, ‘Healthy Beverage’ has been added as a new category, amounting to eight product categories to recognise a total of 24 outstanding brands.

The “**Super Star**” award category (2004) refers to:

- A new recognition award in 2004, this award is given to the winner of “Top 10 Favorite Brands” for the past five consecutive years

2000-2008 Winners’ List*

2000	2001	2002	2003	2004	2005	2006	2007	2008
Top 10 Favorite Brands								
Golden Thai (Rice)	Coca Cola (Soft Drink)	Amoy (Gold Label Soya Sauce)	Amoy (Dim Sum)	Amoy (Dim Sum)	Coca Cola	Amoy Dim Sum	Breeze Toilet Tissue	Breeze Silky Soft Toilet Tissues
Lee Kum Kee (Premium Oyster Sauce)	Calbee (Potato Chips)	Bonaqua (Mineralised Water)	Coca Cola (Soft Drink)	Campbell’s Soup	Darlie	Golden Elephant Thai Fragrant Rice	Four Sea Crackers	Calbee Jagabee Potato Stick
Meiji (Gummi)	Golden Thai (Rice)	Duracell (Battery)	Doll (Dim Sum)	Coca Coca (Soft Drink)	Doll Dim Sum	Mr. Juicy Fit Orange Juice	Golden Elephant Thai Rice	Coca-Cola
Mr. Juicy (Fresh Orange Juice)	Nestle Dairy Farm (Fresh Milk)	Four Seas (Seaweed)	Dreyer’s (Ice Cream)	Colgate Toothpaste	Four Seas Crackers	Knife Peanut Oil	Kiwi Kleen Toilet Bowl Gel	Golden Phoenix Thai Fragrance Rice

Wellcome "Top 10 Favorite Brands" Campaign
Background Information and 2000-2008 Winners' List

2000	2001	2002	2003	2004	2005	2006	2007	
Nestle Dairy Farm (Ice Cream Drumstick)	Nestle Dairy Farm (Ice Cream Drumstick)	Hung Fook Tong (Herbal Drinks)	Lee Kum Kee (Premium Oyster Sauce)	Doll (Dim Sum)	Lee Kum Kee	Lee Kum Kee Premium Oyster Flavoured Sauce	Lee Kum Kee Premium Oyster Sauce	Kiwi Kleen Toilet Cleaner
Top 10 Favorite Brands (continued)								
Nissin (Packet Noodle)	Nissin (Cup Noodle)	Lee Kum Kee (Premium Oyster Sauce)	Mr. Juicy (‘Fit’ Orange Juice)	Lee Kum Kee (Oyster Sauce)	Mengniu	Lipton Milk Tea Gold	Mengniu Milk	Lee Kum Kee Premium Oyster Sauce
Pepsi/7-Up (Soft Drink)	Nissin (Packed Noodle)	Lipton (Milk Tea Gold)	Nestle Dairy Farm (Fresh Milk)	Mr. Juicy (“Fit” Orange Juice)	Nissin (Packet noodle)	Mengniu Milk	Nissin Cup Noodles	Nissin Cup Noodles
San Miguel (Beer)	Vigor 33 (Detergent Powder)	Tsing Tao (Beer)	Nissin (Packet Noodle)	Nissin (Packet noodle)	San Miguel (Beer)	Nissin Noodle	Vitasoy	Vitasoy
Vitasoy	Vitasoy	Vinda (Toilet Tissue)	Vitasoy	Vitasoy	Vinda Bathroom Tissues	Vinda Bathroom Tissue	Wan Chai Ferry Dumplings	Wan Chai Ferry Dumplings
Yakult	Yakult	Yan Jing (Beer)	Yakult	Yakult	Yakult	Wanchai Ferry Dumpling	Yili Milk	Yakult Lactic Drinks

2000	2001	2002	2003	2004	2005	2006	2007	2008
Rising Star								
-	-	Qoo (Juice Drink)	Mengniu (Lifelong Milk)	Wall’s Origin	Golden Phoenix Thai	Breeze Toilet Tissue	Coca Cola Zero	Vita Ceylon Lemon Tea
Super Star								
-	-	-	-	Lee Kum Kee (Premium Oyster Sauce)	-	-	-	
-	-	-	-	Nissin (Packed Noodle)	-	-	-	
-	-	-	-	Vitasoy	-	-	-	
-	-	-	-	Yakult	-	-	-	

Wellcome "Top 10 Favorite Brands" Campaign
Background Information and 2000-2008 Winners' List

2008 'Outstanding Performance within a Category' Award Winners *

Staples	Snacks	Personal Care Products	Perishables	Household Products	Canned Food and Other Grocery	Beverages	Nutritious Drink and Breakfasts
Golden Thai Fragrance Rice	Garden Biscuits	Carefree Pantyliner	Amoy Dim Sum	Kao Attack Laundry Powder	Amoy Gold Label Soy Sauce	Heineken Beer	Lipton Tea Bags
Knife Pure Peanut Oil	Kinder Bueno	Colgate Toothpaste	Doll Dim Sum	Kleenex Andrex Bathroom Tissues	Great Wall Chopped Pork and Ham	Mr. Juicy	Nescafe Gold Blend Coffee
Nissin Pack Noodles	Maltesers Chocolate	Rejoice Shampoo & Conditioners	Garden Chiffon Cake	Vinda Bathroom Tissues	Knorr Chicken Powder	Pocari Sweat	Quaker Instant/Quick Oats

2007 'Outstanding Performance within a Category' Award Winners *

Staples	Snacks	Personal Care Products	Perishables	Household Products	Canned Food and Other Grocery	Beverages
Golden Thai Fragrance Rice	Cadbury Chocolate	Colgate Toothpaste	Amoy Dim Sum	Kao Attack Laundry Powder	Amoy Gold Label Soy Sauce	Hung Fook Tong
Lion & Globe Peanut Oil	Garden Biscuits	Dove Moisture Body Wash	Mr Juicy Fit Juice	Lion Top Laundry Powder	Campbell's Soup	Lipton Milk Tea Gold
Nissin Pack Noodles	Jack n Jill Chips	Laurier Napkins	Yakult Lactic Drink	Vinda Toilet Tissue	Great Wall Chopped Pork and Ham	San Miguel Beer

2006 'Outstanding Performance within a Category' Award Winners *

Staples	Snacks	Personal Care Products	Perishables	Household Products	Canned Food and Other Grocery	Beverages
Golden Phoenix Thai Fragrant Rice	Garden Sisic	Dove Body Wash	Doll Dim Sum	Energizer Battery	Pearl River Bridge Fried Dace Black Bean	Coca-Cola
Golden Thai Fragrant Rice	Jack'n Jill Potato Chips	Stayfree Dry Max	Wall's Ice-cream	Kao Attack Detergent	Quaker Oats	Ribena Blackcurrant Drink
Knorr Macaroni	Kinder Bueno	VS Shampoo	Yakult Lactic Drink	Lion Top Laundry Detergent	Swanson Chicken Broth	Vitasoy

* Listing in alphabetical order

— END —