

FINE FOOD NEW ZEALAND INNOVATION AWARDS & SHOWCASE 2018



ENTRY GUIDE



ABOUT THE AWARDS

We're delighted to offer you the opportunity to enter the Fine Food New Zealand Innovation Awards and Showcase. This guide explains everything you need to know to prepare and deliver your entry.

Key factors:

1. Judging is conducted by independent, impartial and fair industry representatives.
2. The categories represent the three key pillars of Fine Food New Zealand – foodservice, food retail and hospitality – to ensure all exhibitors to the trade show can enter.
3. The judging criteria is clear, straightforward and adhered to – so everyone gets a fair go.

The Fine Food New Zealand Innovation Awards and Showcase are designed to be a benchmark for excellence in the food, beverage, foodservice and hospitality industries. We're determined to uphold the highest standards to ensure the quality of the competition and final results are beyond reproach. But there's one factor that we can't control, which is crucial to the success of these awards – your participation.

Without the commitment of the movers and shakers within the relevant industries, these awards cannot be truly representative. We urge you to consider this guide, select what categories you wish to enter and send us your application.

May the best products win!

Hospitality
BUSINESS

FMCG
BUSINESS

JAMES & WELLS

BENEFITS

Winners of each category receive:

- Media package with Intermedia Group New Zealand.
- Product or product image prominently displayed within the Innovation Showcase at Fine Food New Zealand.
- Awards logo for use in promotional material.
- Stand signage promoting your status as an award winner.
- Promotion via www.finefoodnz.co.nz website.
- Promotion via e-newsletters to Fine Food New Zealand exhibitors and visitors.
- Promotion via targeted PR campaign.
- Promotion via social media.
- Unique award trophy and certificate.

Overall winner of the James & Wells 'Champion of Innovation' award will receive:

\$5,000 worth of intellectual property advice from James & Wells.

See general terms & conditions.



All entrants receive:

Innovation Showcase Placement

Each product entry will be displayed within the Innovation Showcase, which will be in the foyer at the entrance of the show. The Showcase will be promoted to visitors in the lead up to Fine Food New Zealand and also during the event. Visitors will have the opportunity to view the entries in a special featured area of the exhibition.

Website Promotion

Every entry will receive extra promotion on the Fine Food New Zealand website, where visitors complete their registration. The site is actively promoted during the lead up to the exhibition and the Innovation Awards will have a dedicated page, listing every entry.

Award Categories

Most Innovative Retail Grocery Product

(sponsored by Intermedia with FMCG Magazine)

Products designed for retail outlets, including packaging, technology and equipment, food and beverage products for consumer purchase, plus shop fittings, display equipment and point of sale.

Most Innovative Foodservice Product

(sponsored by Intermedia with Hospitality Business Magazine)

Bulk food or beverages available in catering packs, designed for use in food preparation including hygiene or packaging products for caterers, deli, restaurants, takeaways, hospitals, cafes, bars, canteens, etc.

Most Innovative Hospitality Product or Service

(sponsored by Intermedia with Hospitality Business Magazine)

Equipment ranging from small appliances to large systems, including front or back of house equipment, kitchen appliances, tableware, furniture, sound systems, point of sale, refrigeration, waste systems, technology etc.

The James & Wells Champion of Innovation Award

(Sponsored by James & Wells)

The overall winner of the Fine Food New Zealand Innovation Awards.



JUDGING PROCESS

Each applicant will be required to submit a document detailing why they believe their product is the most innovative in its category (max 1,000 words). See below a list of things to consider that may apply to how your product has achieved break throughs, advancements and demonstrates genuine innovation.

Judges are appointed for each category, that are renowned and respected within the industry. They will remain anonymous until the awards presentation in order to protect the integrity of the process.

Judges will receive the written submissions of all entries in their category.

Based on the merit of each written applications, the judges will create a shortlist of finalists for each category.

The judges will re-convene on the opening morning of Fine Food New Zealand to visit the stands of the shortlisted finalists in order to form their final decision of the winner in each category.

Entrants should not expect to know if a judge has visited their stand, as the judges will remain anonymous at this stage.

The winners will be announced at the Innovation Awards function commencing at 5.15pm on Sunday 24th June.



Things to consider when writing your submission:

Not all of these will apply to your product/service but can be used as a guideline to consider ways that your product displays innovation.

- **Degree of innovation**
In what ways does your product represent an advance or improvement on what has gone before? Is it a break-through? Is it a fresh concept?
- **Benefits and features**
Does the product answer a range of needs? What are the advantages of the product compared with similar equipment?
- **Taste and visual appeal**
How well does your product appeal to the end user's senses? Is it attractive and well presented? Does it taste better than similar products?
- **Effectiveness**
How well does your product fulfil its purpose? What are the results from its use? How does it improve the end-user experience?
- **Practicality**
How well does your product perform under real conditions? Are there any user surveys or test results to back this up?
- **Functionality**
How easy to use is every facet of your product, including packaging and instructions? Has its usability been tested?
- **Value**
How does your product represent value for the user? How does the price compare to other similar products?
- **Relevance and satisfaction**
Is there a need for your product? What market research have you done to support your product? What feedback have customers provided?
- **Shelf-life and storage**
Does your product provide better shelf-life than similar products? Does it make storage easier and more convenient?
- **Distribution and availability**
Is your product readily accessible for customers? Have you assessed the demand for your product? What systems do you have in place to meet demand?
- **Design**
Is the design not only functional and efficient but also pleasing to the eye?
- **Sustainability**
Does the manufacturing or running of your product consume fewer resources than similar products? Does your product contribute to sustainable outcomes?



ELIGIBILITY

For an entry to be deemed an 'innovation' in these awards, it must be launched between 1 January 2017 and 24 June 2018.

IMPORTANT DATES

Entries close: 1st June 2018

Awards Function: 5.15pm Sunday 24th June in the Silver Chef Seminar Theatre, followed by the Exhibitor Networking Function.

HOW TO ENTER

1. Submit your entry form via the Fine Food New Zealand website under your Exhibitor Login.
2. Email a typed document (max 1,000 words) to awards@finefoodnz.co.nz. The document must be in pdf format. Please ensure you attach a maximum of five additional supporting documents such as photos, graphs, surveys, specifications, etc.
3. For website/marketing purposes please email 1 x high resolution image of the product.

Costs

- 1 entry – \$250 + GST
- 2 entries – \$350 + GST
- 3 entries – \$400 + GST
- 4+ entries – \$475 + GST

General terms and conditions

- Products may only be entered by companies exhibiting at Fine Food New Zealand.
- Products may only be entered by manufacturers or authorised distributors.
- Entry forms must be completed in full to be valid.
- Products must be on display at the exhibition.
- Individual products can be entered in one category only.
- Products must be launched between 1 January 2017 and 24 June 2018.
- A representative from each registered company must be present at the announcement of the results on the first day of Fine Food New Zealand.
- An entry is not guaranteed to be included in the program if it is received after the advertised closing date.
- By entering the awards, the applicant gives permission to the organiser, and award sponsor, to publish, exhibit and promote the content of the submission. The applicant acknowledges that the organiser has the right to reproduce materials in whole or part without
- Payment of release or licensing fees to the holder of publication rights or copyright.
- The organiser is committed to providing a quality awards program to the New Zealand food industry and makes every attempt to ensure accuracy, currency and reliability of the information. However, changes in content and process may become necessary at the absolute discretion of the organiser.
- Prize for the overalls winner of the James & Wells 'Champion of Innovation Award' is only applicable to NZ registered companies.