



# ENTRY GUIDE

Innovation Awards 2016





# ABOUT THE AWARDS

We're delighted to offer you the opportunity to enter the Fine Food New Zealand Innovation Awards (formerly known as the Best New Product Awards). This guide explains everything you need to know to prepare and deliver your entry. It takes several key factors to make industry awards meaningful and useful:

1. Judging must be independent, impartial and fair.
2. The categories must be fully representative of the industry – to ensure everyone can enter.
3. The judging criteria must be clear, straightforward and adhered to – so everyone gets a fair go.

The Fine Food New Zealand Innovation Awards are designed to fulfil all these requirements so that they become the benchmark for excellence in the food and beverage, foodservice and hospitality industries. We're determined to uphold the highest standards to ensure that the quality of the competition and the 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 asap.

May the best products win!

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# BENEFITS

## Winners receive:

- Media Package - \$5,000 of advertising plus editorial with Intermedia Group in either FMCG or Hospitality Business for each category winner.
- \$5,000 worth of intellectual property advice from James & Wells (1x prize for Champion of Innovation Winner only).
- 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](http://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.
- High quality certificate.

## Plus the added benefits of:

- Industry recognition of your successful innovation.
- Increased influence within industry.
- Enhanced brand prestige.
- Enhanced brand profile.

## All Entrants receive:

- Product or product image prominently displayed within the Innovation Showcase at Fine Food New Zealand
- Subject to size/weight of product
- Website promotion
- Buyer's Guide recognition
- Stand signage promoting your status as an Innovation Awards entrant
- Promotion via e-newsletters to Fine Food New Zealand exhibitors and visitors.

## Innovation Showcase

Every product entry will be displayed within the Innovation Showcase, which will be in a prominent position at Fine Food New Zealand. The Innovation Showcase will be promoted to visitors in the lead up to Fine Food New Zealand and also during the event. This will provide visitors the opportunity to view the products in a special featured area of the exhibition.

## Web Promotion

Every Innovation award entry will receive extra promotion on the Fine Food New Zealand Website. [finefoodnz.co.nz](http://finefoodnz.co.nz) is where visitors complete their registration and is actively promoted during the lead up to the exhibition.

## Buyers Guide recognition

Every entry to the awards will have a specially designed 'Innovation Showcase' logo placed on the Buyer's Guide listing so visitors know to look for their innovative products on display at Fine Food NZ at the showcase and on the exhibitors' stand.



# 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 shopfittings, display equipment and Point of Sale.

## Most Innovative Artisan Product

### **Sponsored by Intermedia with FMCG Magazine**

Products designed for the retail grocery or foodservice sector. Products must be artisan.

## Most Innovative Foodservice Product

### **Sponsored by Intermedia with Hospitality Business Manager**

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

## Most Innovative New Equipment

### **Sponsored by Intermedia with Hospitality Business Magazine**

Equipment for retail and foodservice ranging from small appliances to large systems. Front or back of house equipment, including kitchen appliances, tableware, furniture, sound systems, Point of Sale, refrigeration, waste systems, etc.

## Special award: The James & Wells Champion of Innovation Award

### **Sponsored by James & Wells**

This category cannot be entered into. The winner will be selected out of the winners from each of the above category winners and awarded with 'The James & Wells Champion of Innovation Award'

The overall winner of the Fine Food New Zealand Innovation Awards will receive \$5,000 worth of intellectual property advice from James & Wells patent attorneys, trade mark specialists and intellectual property lawyers.

# JUDGING CRITERIA

Two sets of judging criteria are listed below – one for food and beverage products and another for non-edible products. Entrants should respond in detail to the relevant set of criteria, providing facts, figures, survey results, customer feedback and any other corroborating evidence where possible. The judges will assign a score out of 10 for each criterion, making up a possible score of 100.

## Food and beverage products:

### 1. 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?

### 2. Nutritional value

Does your product reduce or enhance the nutritional value of its raw ingredients? Does it improve health outcomes?

### 3. 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?

### 4. Effectiveness

How well does your product fulfil its purpose? What are the results from its use? How does it improve the end-user experience?

### 5. Practicality

How well does your product perform under real conditions? Are there any user surveys or test results to back this up?

### 6. Functionality

How easy to use is every facet of your product, including packaging and instructions? Has its usability been tested?

### 7. Value

How does your product represent value for the user? How does the price compare to other similar products?

### 8. 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?

### 9. Shelf-life and storage

Does your product provide better shelf-life than similar products? Does it make storage easier and more convenient?

### 10. 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?

## JUDGING CRITERIA CONT.

### Non-edible products:

#### 1. Design

Is the design not only functional and efficient but also pleasing to the eye?

#### 2. Benefits and features

Does the product answer a range of needs? What are the advantages of the product compared with similar equipment?

#### 3. 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?

#### 4. Effectiveness

How well does your product fulfil its purpose? What are the results from its use? How does it improve the end-user experience?

#### 5. Practicality

How well does your product perform under real conditions? Are there any user surveys or test results to back this up?

#### 6. Functionality

How easy to use is every facet of your product, including packaging and instructions? Has its usability been tested?

#### 7. Cost efficiency

Does your product save end-users money? How much? Does your product enable processes to become more efficient?

#### 8. Relevance and satisfaction

Is there a need for your product? What market research have you done in support of your product? What feedback have customers provided?

#### 9. Sustainability

Does the manufacturing or running of your product consume fewer resources than similar products? Does your product contribute to sustainable outcomes?

#### 10. 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?



# IMPORTANT DATES

## Entries close

5pm 14 June 2016

## Judging period

1 June to 26 June 2016

## Winners announced

26 June 2016 (first day of Fine Food New Zealand)

## Fine Food New Zealand

26 to 28 June 2016

# ENTRY CHECKLIST

- Company logo in gif, jpeg or png format
- Product image in jpeg format about 1-2mb in size
- Product description
- 100 words or less for each of the ten judging criteria (for either edible or non-edible products)
- Supporting materials (graphs, stats, marketing material) in a Word or pdf document under 2mb in size
- Product samples ready to send if selected for the second round of judging (only for edible products)

# HOW TO ENTER

1. Complete the checklist on page 7
2. Go to [www.finefoodnz.co.nz/awards](http://www.finefoodnz.co.nz/awards).
3. Click the green 'Online entry form' button.
4. Complete the form, uploading your entry submission files in pdf or word format.
5. Pay your entry fee invoice (sent after receipt of your awards entry). Your entry is not final until payment is received.

## Entry rules

1. Products may only be entered by companies exhibiting at Fine Food New Zealand.
2. Products may only be entered by manufacturers or authorised distributors.
3. Entry forms must be completed in full.
4. Products must be on display at the exhibition.
5. Individual products can be entered in one category only.
6. A representative from each registered company must be present at the announcement of the results on the first day of Fine Food New Zealand.

## Costs

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

## Help

If you have any questions, contact: [Freddie Gilles awards@finefoodnz.co.nz](mailto:Freddie.Gilles@finefoodnz.co.nz)

## General terms and conditions

- 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.
- Entries are not deemed final until entry payment is received.