

CONNECTING
THE
FOOD
INDUSTRY
FOR 30 YEARS



Best New Product Awards
Celebrating Excellence
in the Food Industry

MELBOURNE
15 - 18 SEPTEMBER, 2014

**ENTRY RULES
& GUIDELINES**

JUDGING PROCESS / HOW TO ENTER

JUDGING PROCESS & TIMELINE

Entries are judged by food industry experts that include the editorial teams of the sponsor magazine. Initial entries will be judged down to a shortlist of 4 for each category. The final 4 per category will then go through further judging with the winners to be announced on the second day of the show - Tuesday 16 September 2014

Entries Now Open

Entries Close 22 August 2014

Judging Period 29 August - 15 September

WINNERS ANNOUNCED

Winners will be announced on Tuesday 16 September at the Fine Food exhibitor cocktail reception.

ELIGIBILITY:

- Products may only be entered by manufacturers or authorised distributors
- Entry forms must be completed in full
- Products must be on display at the exhibition
- Products must be first released to the market within 12 months of the exhibition
- Products may be food, drink or equipment
- Products must not have been entered into a category before
- Product not considered new if it has simply changed within its existing category i.e. gone up in size from 200g to 300g. A product is considered new if an existing line is launched into a new category i.e. a retail product now has a foodservice line
- A product line with multiple flavours will be classed as one product entry.

HOW TO ENTER - FREE ENTRY!

1. Complete the entry form in the Fine Food Online Exhibitor Manual that you will have received.

For help with logging into the manual, please talk to Hayden Johns on 03 9261 4634 or email hjohns@divcom.net.au

2. Submit a typed submission in response to the specific criteria for the award category in which you are entering:

You are able to submit up to 1000 words in support of your submission.

Enter your submission directly into the Product Form online, in response to the specific criteria.

ENTRIES
CLOSE

22 AUGUST
2014



AWARDS CATEGORIES

ENTRIES
CLOSE
22 AUGUST
2014



Presented by

OPENHOUSE
FOODSERVICE

BEST NEW FOODSERVICE PRODUCT

Presented by *Open House*

Bulk food or beverages available in catering packs designed for multi-use in food preparation including hygiene and packaging products for caterers, deli, restaurant, takeaways, hospitals, canteens etc.



Presented by

RetailWorld

BEST NEW RETAIL PRODUCT

Presented by *Retail World*

Any food and beverage product designed for consumer purchase.



Presented by

hospitality
magazine

BEST NEW HOSPITALITY EQUIPMENT PRODUCT

Presented by *Hospitality Magazine*

Front- or back-of-house equipment including manufacturing and kitchen, appliances, tableware, furniture, sound systems, refrigeration, waste systems etc.



Presented by

baking
business

BEST NEW BAKERY PRODUCT

Presented by *Baking Business*

Products designed for bakery outlets including ingredients, finished product and bakery equipment.



Presented by



AUSTRALIAN MADE AWARD

Presented by *Australian Made Campaign Ltd*

In 2014, the Fine Food Awards will include an Australian Made Award, which will be granted to the best new Australian Made product at the exhibition. Judged by the Fine Food Australia judging panel in collaboration with the Australian Made team, the winner will receive a promotional package worth up to \$20,000*.

*Only compliant products will be eligible. The winner of the Australian Made Award will receive a free license to use the Australian Made logo, paid in full for one year. Should an existing Australian Made logo licensee win this prize, a free three-month digital advertising package will be awarded. For more information, visit australianmade.com.au.

2013 BEST NEW PRODUCT AWARDS WINNERS



1. BEST NEW BAKERY PRODUCT:

Winner:

- Pac Food
- Biodegradable Piping Bags
-



2. BEST NEW RETAIL PRODUCT:

Winner:

- Chenco Foods
- Yum Cha Prawn & Chive Wonton
-



3. BEST NEW FOODSERVICE PRODUCT:

Winner:

- Lotus & Ming
- Rustic by Lotus & Ming
-



4. BEST NEW HOSPITALITY EQUIPMENT:

Winners:

- Cookon Commercial Catering Equipment
- Kay Bee Battery Operating Oil Filter Machine
-



5. AUSTRALIAN MADE:

Winner:

- Stoddart Manufacturing
- Woodson Mobile Ventilation Station

ABOUT THE AWARDS

The Fine Food New Product Awards recognise the most exciting and innovative products in the Australian marketplace. This guide should tell you everything you need to know to prepare and deliver your entry.

It takes several key factors to make a set of industry awards meaningful and useful:

- 1. The judging must be independent, impartial and fair – so everyone can trust the results**
- 2. The categories must be fully representative of the industry – so everyone can enter**
- 3. The judging criteria must be spelt out and adhered to – so everyone gets a fair go**

The Fine Food Australia New Product Awards are designed to fulfill all these requirements so that they will remain a benchmark for excellence in the retail, foodservice, hospitality and bakery industries. We are determined to uphold the highest standards to ensure that the quality of the competition and the final results are beyond reproach.

But there is one factor, which will be crucial to the success of these awards, that we cannot control – your participation. Without the commitment of the movers and shakers within the relevant industries, these awards cannot hope to be truly representative.

So we urge you to digest this guide to the awards, select what categories you wish to enter and send us your application ASAP. May the best products win!

Benefits for finalists and winners*

ALL WINNERS RECEIVE:

- Advertising package with sponsor**
- Awards logo that can be used on product promotional material
- Stand signage promoting your status as a winner
- Featured on the Fine Food show website
- Promotion to Fine Food Australia visitors and exhibitors via electronic reminder emails and the Fine Food Industry newsletter
- Industry recognition of your successful innovation
- Enhanced brand prestige and brand profile

ALL FINALISTS RECEIVE:

- Stand signage promoting your status as a finalist
- Awards logo that can be used on product promotional material
- Profile on Fine Food website and listing on visitor email campaign

*The organiser recommends all entrants to display their products in the New Product Showcase for maximum exposure. Contact Hayden Johns for further details at hjohns@divcom.net.au.

**Excludes Australian Made Award - refer page 3 for details of this prize.

JUDGING CRITERIA

FOOD AND BEVERAGE PRODUCTS

Taste and visual appeal

Possible Score: 30

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? How effective and practical is the packaging?

Nutritional value

Possible Score: 5

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

Degree of innovation

Possible Score: 10

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?

Effectiveness

Possible Score: 5

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

Practicality

Possible Score: 5

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

Functionality

Possible Score: 10

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

Value for money

Possible Score: 10

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

Relevance and satisfaction

Possible Score: 5

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

Shelf-life and storage

Possible score: 10

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

Distribution and availability

Possible score: 10

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?

Two sets of judging criteria are listed here – 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 for each criterion, making up a possible score of 100. Judging decisions will remain anonymous.



JUDGING CRITERIA

NON-EDIBLE PRODUCTS

Design

Possible score: 5

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

Benefits and features

Possible score: 20

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

Degree of innovation

Possible score: 20

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?

Effectiveness

Possible score: 10

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

Practicality

Possible score: 10

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

Functionality

Possible score: 10

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

Cost efficiency

Possible score: 10

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

Relevance and satisfaction

Possible score: 5

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

Sustainability

Possible score: 5

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

Distribution and availability

Possible score: 5

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

'AUSTRALIAN MADE' AWARD

The Australian Made Campaign team will judge the best 'Australian-made' product at the show.

Criteria:

■ Products must meet the criteria for use of the Australian Made, Australian Grown logo with one of the following descriptors:

- **Australian Made:** The product has been manufactured here (not just packaged) and 50% or more of the cost of making it can be attributed to Australian materials and/or production processes.
- **Australian Grown:** All of the product's significant ingredients are grown in Australia, and all or nearly all of the processing has been carried out in Australia.
- **Australian Seafood:** A seafood product in which all of the product's significant ingredients are grown or harvested in Australia and all, or nearly all, of the processing has been carried out in Australia.
- **Product of Australia:** All of the product's significant ingredients come from Australia, and all, or nearly all of the manufacturing or processing has been carried out in Australia.

■ In addition, products will be judged on their passion and commitment to making in Australia (assessed by written answer in application form)

Judged by the Fine Food Australia judging panel in collaboration with the Australian Made team, the winner will receive a promotional package worth up to \$20,000*.

* Only compliant products will be eligible. The winner of the Australian Made Award will receive a free license to use the Australian Made logo, paid in full for one year. Should an existing Australian Made logo licensee win this prize, the winner will be awarded a free three-month digital advertising package on the Australian Made website. For more information about the Australian Made Award, contact the Australian Made team on 1800 350 520 or info@australianmade.com.au.





Best New Product Awards Celebrating Excellence in the Food Industry



PREVIOUS WINNERS' TESTIMONIALS

"Winning this award has given us a marketing profile that is hard to put a value on, and also has provided a sense of pride and ownership within Cookon to our employees who were all as excited as we were to win this award over all other worthy entrants.

When our potential customers are looking at our product versus a competitor's comparable product, the mere fact that we won this award gives us the edge over all others. It basically tells our potential customers that at present, "there isn't a better new product available in the marketplace."

Peter Arnold, *Consultant Chef & Export Sales Manager, Cookon Custom & Cookon Commercial Catering Equipment*

"The winning of the award for best new bakery product was a highlight of our year. The recognition of the hard work and ingenuity for our development team was fantastic and the boost to product awareness was invaluable."

Steve Klepner, *National Sales Manager, Australian Bakery and Pizza Importers and Distributors*

"Being the winners of the Best New Hospitality Equipment Product 2012 has been quite an amazing step forward; we have had an increase in exposure and have had a large amount of interest in FRIMA as a result of this recognition. Getting recognition by industry peers is truly rewarding as the judges are respected industry professionals. The award has seen a definite increase in sales as we have used the logo to its full effect in all of our marketing collateral."

Susanna Song, *Marketing Communications Manager, COMCATER PTY LTD*

GENERAL TERMS & CONDITIONS

- Entries must be received by the closing date
- Each category must have at least 5 products in it for an award to be given. A category may be eliminated if less than 5 products are entered
- 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 applicant must make themselves available for press interviews should they win an award
- The organiser is committed to providing a quality awards program to the Australian 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
- Judging decisions will remain anonymous and final. No correspondence will be entered into.

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