

# ABOUT THE AWARDS



The Grocer Food & Drink Awards recognise the most outstanding products in the branded category. All entrants receive a consumer report and finalists will be supplied with either the Gold, Silver or Finalist logo, to tell your customers how great your product is.



## Why you should enter

The prestige of winning an award from The Grocer generates a fantastic platform for you to promote your product both within the industry and to consumers.

- All entrants receive a unique consumer feedback report (by email), providing consumer endorsement and thus a competitive advantage

Finalists and winners also benefit from:

- Rights to use the Gold, Silver or Finalist awards logo in your communication, on pack and in store, free of charge, to boost the brand's profile with consumers and stimulate sales.
- Editorial coverage in The Grocer alongside general press and PR opportunities.
- The prestige of picking up a coveted award at an event attended by your industry. The lunch is also a great opportunity to celebrate team success.
- Reinforcement of your brand within the trade and the eyes of the customers.

## How to enter

**Complete the entry form and send a high-resolution photograph (on CD or by email - see entry form for details) of your product along with your payment by 5pm Friday 2nd July 2010.**

Entries may be submitted by email to [thegrocerevents@william-reed.co.uk](mailto:thegrocerevents@william-reed.co.uk) or by post (please label each entry and photograph clearly).

Please do NOT send your product at this stage. If you are shortlisted, you will be contacted after the entry deadline to arrange a time to do so.

The awards will be presented at a prestigious London hotel in February 2011.

**Finalists are entitled to one ticket at a discounted rate at the awards lunch and presentation.**

## What previous winners say:

"Winning The Grocer Food & Drink Awards is a great accolade for New Covent Garden Co. and we are very proud of this achievement. We aim to provide the very best quality in all of our products and this award acknowledges the quality that we endeavour to produce."

Vicki Mitchell, Marketing Assistant, The Daniels Group

"We're always excited to win awards at Higgidy, but there is something special about winning at The Grocer Food & Drink Awards because the publication is at the heart of the industry and it feels like we are being truly recognized by our peers and the people who understand the food industry best."

Mark Campbell, Marketing Director, Higgidy Ltd

"The award has helped to raise the profile of our brand and also to increase the popularity of authentic Melton Mowbray Pork Pies. For any premium brand, it is a great endorsement of product quality."

Judith Constable, Brand Manager, Dickinson & Morris

**DEADLINE FOR ENTRY: FRIDAY 2ND JULY 2010**

The Grocer

In association with:

Cambridge Market Research Ltd



# THE JUDGING PROCESS

**Cambridge Market Research Ltd**

The consumer research is conducted by Cambridge Market Research, an independent market research company with more than 25 years experience in testing food and drink products. The company has a database of 12,000+ standardised new product evaluations conducted through its Fast Foodfax® Market Intelligence service covering more than 100 product categories, which is updated every six months.

## First stage judging

### Consumer screening of interest in the product:

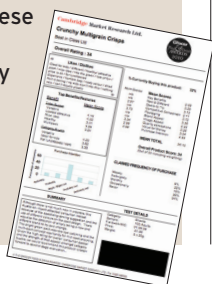
An online consumer assessment of each entrant in the context of the way they might browse and consider buying at their usual shop or supermarket:

- Each entry will be evaluated monadically (on its own).
- They will be shown an image of the product, together with details of its price, weight of pack, ingredient and nutritional information.
- It will be rated by a minimum of 100 consumers who are a mix of regular and occasional buyers into the category, from a spread of UK locations.

### A summary report for every entrant

A one-page report is prepared for each entry incorporating these ratings and a written analysis - including illustrative verbatim consumer feedback - complete with a summary consumer verdict. This is reviewed and used as the basis for defining which products go forward to the stage 2 product evaluation by an expert panel of judges.

After the winners have been announced, all entrants are provided with a copy of this report. Cambridge Market Research is happy to interpret these findings with each entrant, exploring any diagnostic feedback that may help in future product development and optimisation.



- Each entry will be scored on key measures of interest and acceptance, including the brand appeal and presentation.
- Scores are weighted by the importance of the advantages and features of the product as defined by the consumer, together with potential purchase intention. These would be aggregated into an overall rating out of 50 for each entry.
- Key responses are evaluated against the average scores from the Fast Foodfax and existing The Grocer Food & Drink Awards databases where available.

Entries progressed to the stage 2 product evaluation by an expert panel will be selected on their overall rating, plus the strength and importance of the features valued by the consumer.

## Second stage judging

### Product evaluation by an expert panel:

Entries going forward to the 2nd stage will be evaluated by an expert panel of judges drawn from a range of disciplines including retail, manufacturing and marketing as well as those in food development and the media.

They will evaluate each successful entrant on its pack and presentation and its product qualities, covering 3 key areas:

**Innovation** - is it bringing something new and different to the category?

**Packaging and Presentation** - format, sustainability, design, on-pack communication, etc.

**Product Performance** - delivery on appearance, taste, texture, etc, as well against consumer expectations of the brand.

## TERMS AND CONDITIONS

1. By entering the Awards, the Entrant will be deemed to have read and understood these rules and to be bound by them. These rules include any instructions set out with the Awards details.
2. Any employees (and their families) of William Reed Business Media Ltd, its agents, and anybody professionally connected with the competition are not eligible for entry.
3. Entrants must either be the manufacturer of the product entered or the retailer for whom the product has been manufactured.
4. There is no restriction on the number of entries or on the number of categories for which a product may be submitted.
5. Entries must be branded products for human consumption available for retail sale before 31st December 2010.
6. The Organiser reserves the right at its absolute discretion to reject any entry that it deems inappropriate.
7. All entries must be sent by prepaid post to arrive no later than Friday 2nd July 2010. Proof that entries have been posted will not be deemed to be proof of delivery.
8. Entries will only be accepted if they are submitted on the Entry Form and completed in full, in ink, and accompanied with the entry fee.
9. Entries must be signed by the person responsible for submitting the entry and to whom all correspondence concerning the Awards should be addressed.
10. Responsibility cannot be accepted for lost, late or mislaid entries and any entry which is damaged, defaced, illegible or incomplete, or which otherwise does not comply with these terms and conditions may be deemed invalid in the sole discretion of the Organiser.
11. Products must be submitted by the date to be notified by the Organiser.
12. Products will be prepared for tasting according to the on-pack instructions.
13. The shortlist for the Awards will be announced in December 2010. Shortlisted Entrants will be notified by post by Friday 3rd December 2010 and will be offered a discounted rate to attend the Awards lunch.
14. Winners will be announced during a lunch at a prestigious hotel in central London in February 2011.
15. The Organiser reserves the right to change the categories and the judging panel without prior notice to Entrants.
16. The Organiser's decision on all matters affecting this competition is final and legally binding.
17. No correspondence will be entered into.
18. Winners may be required to take part in some post-event publicity and consent to their name and photograph being used for such purposes.
19. Entrants who notify the Organiser in writing that they wish to withdraw their entry no later than Friday 10th September 2010 will receive a full refund of their entry fee. Entrants withdrawing after that date will not receive any refund.
20. Failure to deliver product to the advised timetable may result in the imposition of a surcharge for the rescheduling of a test or the deletion of an entry. In this event, no entry costs are refundable.
21. By entering the Awards, all Entrants will be deemed to have accepted and be bound by the rules and consent to the transfer of their personal data to the Data Controller for the purposes of the administration of this award scheme and any other purposes to which the entrant has consented and to Cambridge Market Research, which may contact them in connection with the administration of this award scheme and for marketing purposes.
22. The Organiser and Data Controller is William Reed Business Media Ltd, Broadfield Park, Crawley RH11 9RT.
23. These terms and conditions shall be governed by English law and the courts of England shall have exclusive jurisdiction.





# ENTRY FORM

## Contact

It is important that the contact is able to deal with all elements of the judging process. Please note that **all** fields are compulsory.

Contact name: \_\_\_\_\_

Company: \_\_\_\_\_

Job title: \_\_\_\_\_

Company address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Product details (tick one box only)

Ambient     Frozen     Chilled

Nominated product: \_\_\_\_\_

Retailer brand: \_\_\_\_\_

Date launched into market: \_\_\_\_\_

Price: \_\_\_\_\_ Weight: \_\_\_\_\_

No. of servings: \_\_\_\_\_ Shelf life: \_\_\_\_\_

One example of where product is listed: \_\_\_\_\_

Dimensions of the product as packaged    Height (cm):    Width (cm):  
(as seen from the front/main face of the pack)

Full product name: Limited to a maximum of 100 characters

## Categories

Please tick the box of the category you are entering (*you may enter more than one category, please complete a separate entry form per entry*).

Bakery

Canned

Cereals

Chilled Foods

Confectionery

Cooking Sauces / Condiments

Dairy

Fish

Fresh Produce

Frozen Foods

Hot Drinks

Meat

Ready Meals

Rice / Noodles / Pasta

Snacks

Soft Drinks

Soup

## Please supply (compulsory)

- A high resolution photograph of the product  
Photograph (to be supplied as a high resolution .jpg file) of the product as packaged against a white background, with no other objects present. To be taken face on (not at an angle) to the front/main face of the pack. Please ensure your photo is of the highest possible quality for evaluation at a maximum advantage. Maximum file size 1 Mb.
- Full ingredient listing
- Detailed panel of nutrition information

Image to be emailed separately to [thegrocerevents@william-reed.co.uk](mailto:thegrocerevents@william-reed.co.uk) with the nominated product name in the subject header, or supplied on CD and mailed with your entry form.

Please note: We will only accept each set of accompanying photos and product data as submitted so please make sure that your entry is correct at the time of submission. Incomplete or incorrect entries cannot be accepted.





# ENTRY FORM

Continued...

## Preparation details

Preparation method to be adopted for test:

Hob     Grill     Oven     Microwave     Other

Cooking instructions for this assessment:

Serving Instructions / additional ingredients will be determined by the organiser, based on an objective assessment of the core product.

## Payment details

**£522.88 per entry for 1 to 3 entries**    (£445.00 plus VAT @ 17.5% £77.88)

**£475.88 per entry for 4 or more entries**    (£405.00 plus VAT @ 17.5% £70.88)

To qualify for the multiple entry discount, entries must be submitted together with one payment.

## Payment includes:

- Entry fee
- Consumer report for each entry (sent by email after the awards)

I authorise payment of £ \_\_\_\_\_ (including VAT)

for a total of \_\_\_\_\_ entry/ies. Please indicate payment method.

### Online

I have paid online at [www.thegrocer.co.uk/foodanddrinkawards](http://www.thegrocer.co.uk/foodanddrinkawards)

### By cheque

I enclose a cheque for the above amount  
(Please make cheques payable to William Reed Business Media Ltd)

### By credit card

Please charge my credit card for the above amount

Cardholder's name \_\_\_\_\_

Cardholder's address \_\_\_\_\_

Postcode \_\_\_\_\_

Card type: (please tick one)     Visa     Mastercard

Card no: \_\_\_\_\_ | \_\_\_\_\_ | \_\_\_\_\_

Exp. Date: \_\_\_\_\_ | \_\_\_\_\_    Security code: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please send your entry to:

The Grocer Food & Drink Awards 2011  
William Reed Business Media Ltd  
Broadfield Park  
Crawley  
West Sussex  
RH11 9RT

**By Friday 2nd July 2010**

For further information about the awards or to book your place at the presentation lunch, please contact The Grocer Events Team on:

tel: **01293 610354** or email:  
**thegrocerevents@william-reed.co.uk**

## Data Protection

We will use this data to mail or phone you about this product or other similar WR products. We will also use this data to fax, email or text you about WR products (including this one) or allow carefully selected third party companies to let you know how you can benefit from similar offers (mail and telephone only). If you do **not** wish this to happen please tick the relevant box.

William Reed

Faxing     Email     Text Messaging  
 Mail     Telephone

3rd party partners

Mail     Telephone

We do not share your data with third parties for Email, Fax or SMS purposes.

## Checklist

- All sections of entry form completed
- Product image
- Full ingredient listing
- Nutritional information
- Payment

