



## NEW PRODUCT AWARDS COMPLETE CONTEST RULES

Presented by Baker Peterson Franklin, CPA, LLP

### NEW PRODUCT AWARD CRITERIA

- All applications must be submitted by food and beverage companies who are confirmed exhibitors in the 2017 Fresno Food Expo.
- "New Products" are defined as: a new food or beverage product, new packaging for a food or beverage product, or a combination thereof.
- Limit two product entries, per company. If a company is entering two products, they must be two different products and cannot have two variations of a product with different flavors.
  - For example, if a company is entering a new line of fruit juices, they cannot enter each flavor as its own new product; this entry would be considered a "suite" of products, and all flavors entered as one new product entry. If your new product has multiple flavors, please indicate whether you're entering the product, including the entire variety of flavors, or just one specific flavor.
  - If your company is entering a new cheese flavor and a new milk flavor, those would be considered two separate entries.
- "New Products" must be introduced to market between July 1, 2016 and July 27, 2017.
- All applicants who meet the above criteria must be available to set up a small display and provide samples for 100 invited guests at the [New Product Award Preview Event](#) on July 12, 2017 from 2:30 p.m. – 7:30 p.m.
- All [New Product Award Applications](#) and one product photo must be submitted by Friday, June 30, 2017 at 5 p.m.



### AWARD WINNER ANNOUNCEMENTS

The New Product Award Winners will be announced at Pairings, the Expo's Opening Reception on Wednesday, July 26 at 6 p.m. at the Fresno Convention & Entertainment Center, Hall II.

- All finalists in the Buyer's Choice Award will each receive 2 complimentary tickets to Pairings.
- The companies who represent the top 3 products when voting closes for the People's Choice Award will each receive 2 complimentary tickets to Pairings.
  - The top 3 finalists will not be notified until the morning of July 26 via email.
- The Buyer's Choice Award will announce the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners.
- The People's Choice Award will have one final winner.



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### **JUDGING CRITERIA**

#### **Buyer's Choice Award**

*Includes a Preliminary Judging Round & a Final Judging Round*

The Preliminary Judging Round will be judged by a panel of food industry professionals at the New Product Award Preview Event, held on July 12, 2017, where they will announce the products that will advance to the Final Judging Round.

The Final Judging Round will take place the day prior to the Expo, during Exhibitor Set-Up at the location of the Expo, where each finalist will have an opportunity to present their product to a panel of Celebrity Judges. The Celebrity Judging Panel will determine 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Place Winners.

#### **Preliminary Judging Round**

The Preliminary Judging Round will commence during exhibitor set-up at the New Product Award Preview Event, starting at 2:30 p.m. on July 12, 2017.

- Each exhibitor will be given a designated 5-minute window in which they must be present to turn in a total of 5 samples of their new product to the Preliminary Judging Panel. (4 samples will be used for tasting and 1 sample will be used for a visual for packaging and marketability).
- The Preliminary Judging Panel will be tasked with judging all of the new product entries, and determine the finalists for the 2017 Buyer's Choice Award. The benchmark for advancing products to the Final Judging Round is set at those within the top 25%, or as designated by the Preliminary Judging Panel.
- The Preliminary Judging Panel is made up of a group of local food industry leaders who each bring a different expertise.

#### **Final Judging Round**

If your product is chosen to advance to the Final Judging Round you will be presenting your product to the Celebrity Judging Panel on the morning of July 26, 2017 (on Exhibitor Set-Up day) at the Fresno Convention Center, where the Expo will be held.

- Each finalist will receive, by email, complete details for how to prepare and the assigned time for presenting to the Celebrity Judging Panel prior to the Expo.
- Each qualifying exhibitor will be assigned a 10-minute time slot in which they will be expected to present their product to the Celebrity Judging Panel, and have a chance for Q&A with the judges. The Celebrity Judging Panel will be made up of a combination of: Retail, Restaurateur/Chef, Merchandiser and Trade Journalists.
- All finalists for the Buyer's Choice Award will receive two complimentary tickets to Pairings, the Expo's Opening Reception, where the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners will be announced.



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### **People's Choice Award**

All entries received for the Food Expo New Product Awards will be entered into the "People's Choice Award," and will be voted on by the public through the Fresno Food Expo Facebook page and website. In addition, applicants are encouraged to promote their new product through their own marketing avenues to encourage voter participation.

### **Voting Timeline**

Votes for the People's Choice Award will include those received during the following timeline:

- New Product Award Preview Event on July 12, 2017 (all VIP guests will be allowed to vote for their favorite top 3 products)
- The Fresno Food Expo website and the Fresno Food Expo Facebook page from July 13, 2017 at 9:00 a.m. – July 25, 2017 at 5 p.m.
- The companies who represent the top 3 products when voting closes will each receive 2 complimentary tickets to Pairings, the Expo's opening reception, where the winner will be announced.

### **Fresno Food Expo Website Voting**

- A photo of each product will be posted on the New Product Award page found on the Fresno Food Expo website, with a "vote button" underneath it. The public can vote for their favorite product by pressing the vote button.
- The vote button will pop up an automated email addressed to: [awards@fresnofoodexpo.com](mailto:awards@fresnofoodexpo.com) and in the subject line will have the name of the product they are voting for; all the voter has to do is press send.
- These votes will be stored in a specified Fresno Food Expo email account that will only be viewed by one person, designated by the Fresno Food Expo staff.
- These votes will be tallied every 72 hours and added to the official count on the website.

### **Fresno Food Expo Facebook Page**

- The same product photo used on the Fresno Food Expo website will be uploaded to the Fresno Food Expo Facebook Page.
- This information will come directly from the information provided on the New Product Award Application and the photos submitted with the application.
- The public will be encouraged to vote for their favorite products by "liking" the photo.

### **People's Choice Award Official Updated Vote Count**

The Fresno Food Expo website will serve as the official People's Choice Award Vote Count, and will be updated once every 72 hours through July 23, 2017 at midnight. The official vote count that will be updated every 72 hours will include votes to date from: the Fresno Food Expo website, Facebook page, and tallied from the New Product Awards Preview Event.