



# NEW PRODUCT AWARD

## COMPLETE CONTEST RULES

### NEW PRODUCT AWARD PROGRAM

The Fresno Food Expo New Product Award program is a showcase of the new and innovative food and beverage products debuting at this year's Fresno Food Expo. Participating exhibitors with a new product or packaging concept are encouraged to participate in this exciting platform that will put a spotlight on "What's New" at this year's Expo, and be entered to win the 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup> place trophy for the 2018 New Product Award.



### JUDGING PANEL

**Judging for the New Awards will take place on Wednesday, July 25 from 2 p.m. – 5 p.m.** Judging for the Awards will be conducted by a panel of retail buyers from different categories who will be tasked with tasting (when applicable) and evaluating all products.

### JUDGING CRITERIA

All product entries will be judged using the following weighted criteria:

#### **Taste 30%**

How does the product's flavor, texture and aroma come together as a whole?

#### **Marketability 25%**

Is the product filling a need in the marketplace, and will the suggested price generate a profit?

#### **Presentation & Packaging 25%**

How aesthetically pleasing is the packaging? And is the packaging effective for distribution and point of sale purposes?

#### **Innovation & Creativity 20%**

Is the applicant introducing a new product or packaging concept, and is the product filling an unmet need?

### SUBMISSION QUALIFICATIONS

- All applications must be submitted by food and beverage companies who are confirmed exhibitors in the 2018 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 an individual new product.
  - 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 1/1/2017 - 7/26/2018.
- Visit [FresnoFoodExpo.com](http://FresnoFoodExpo.com) for a complete list of terms and conditions.



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### PRODUCT DELIVERY FOR JUDGING

Items must be delivered to the designated judging room upstairs at the Fresno Convention Center on Wednesday, July 25<sup>th</sup> between 9:00 a.m. – 12:00 p.m. If your products are not delivered by 12:00 p.m. you will forfeit the opportunity to participate in the New Product Award judging process.

We will be able to keep your product refrigerated in the judging room, if absolutely necessary. Applicant must indicate on their application if there are special requirements needed for the storing of your product during the judging process.

### SAMPLES REQUIRED FOR JUDGING PANEL

**Please provide enough of your product for 10 tastings for the judging panel.**

If your product comes in a larger package, please provide enough closed packages to ration out 10 samples. Expo staff will set out a portion of your samples in time for the judging start time, and will continue to replenish your sample supply as judging is taking place so your products are freshly distributed throughout the judging process.

**Expo will provide basic serving ware for all product tastings.\***

Including: 6 oz. sample cups, 6 inch plates, napkins and utensils.

*\*Exhibitors may not provide their own serving ware.*

**Please provide an additional four closed boxes/packages for display purposes.**

These samples will be used as a visual reference for judges to evaluate its presentation and packaging. If you have a perishable item, please provide four empty packages.

Two of the four samples will be used in the New Product Award display case, and Expo staff will be responsible for placing your samples in the cases. Placement of items cannot be moved or touched once placed in the display case.

### NEW PRODUCT AWARD WINNERS ANNOUNCEMENT

The New Product Awards will recognize a 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> place winners, based on the highest overall scores received from the judging panel. The winners will be recognized at the Expo's Welcome Breakfast the morning of July 26<sup>th</sup>. All award participants should make plans to attend the Welcome Breakfast.

### HOW TO APPLY:

- Your **ON-LINE APPLICATION & ONE PRODUCT PHOTO** must be submitted by Friday, July 6, 2018 at 5 p.m.
  - **REQUIRED** photo submission specs: All photo submissions should be a 1.91 width by 1 height ratio. The recommended size is 1200x 630, and should not be smaller than 600 x 315.

[CLICK HERE TO APPLY](#)