

## NZFA 2017 Main Entry Form



**NZFOODAWARDS**  
POWERED BY MASSEY UNIVERSITY

### Entry Form Questions

Please fill out the form and upload your entry to [www.foodawards.co.nz](http://www.foodawards.co.nz) by 30 June 2017.

- To complete your entry the fee of \$143.75 inc GST per product entered must be paid.
- For this single fee you can enter your product into as many categories as you feel applicable.
- You can enter more than one product using the NZFA additional entry form for your additional products.
- You can pay for all your entries at the same time - just select the number of products in the pay now section for the website.

Once you have paid, you will be emailed a reference number and details of when and where to send your product for judging (first week in August).

You do NOT need to enter a product to enter the Special Awards categories. For example if you enter the Business Innovation or Food Safety Culture Awards but do not have a product, please enter general contact information in Section 1 and then go to the Special Awards in Section 4.

### Section 1 (general information for ALL categories and awards)

\*Is a required question

#### Contact Details (The main contact person for this entry)

First Name \*

Last Name\*

Email\*

Mobile\*

Work Phone\*

Organisation Name\*

Position Title\*

Address\*

### **Company Details – Basic Company Information**

Company Submitting entry (may be a joint entry)

Processing Company's name

\*  *I acknowledge I have read and agreed to abide by the terms and conditions outlined by The Organisers of the New Zealand Food Awards*

**Section 2 – pick standard categories you wish to enter (special awards are covered later in the entry form)**

#### **Small manufacturers categories (< \$3 million turnover)**

- Artisan Food Producers Award – in association with Supermarket News & Restaurant & Café
- BITE Gourmet Award

#### **Large manufacturers categories (> \$3million turnover)**

- Alcoholic Beverages
- Non Alcoholic Beverages - in association with Villa Maria
- Dry Goods - Sweet & Savoury
- Frozen - Sweet & Savoury
- Chilled/Short Shelf Life Inc. Dairy

## Special Award Categories

Please check the box of the special awards categories you are entering

- Massey University Health and Wellness Award
- Best Novel Food or Beverage Award – in association with The FoodBowl
- MPI Primary Sector Products Award
- MPI Food Safety Culture Award
- NZTE Export Innovation Award
- James & Wells Business Innovation Award

**\*\* NB Entry into the Best Novel Food or Beverage Award does not require additional information. To enter just tick the box above.**

## Product Details

Product Trading Name\*

*note this may be used for promotional purposes and must be correct*

Identifying Description (basic product description)\*

Variant (Flavour/Pack Size) Entered (maximum 1 per entry)\*

Size and Format to be judged (e.g. 300ml glass bottle)\*

Date Product launched – NZ Market\*

Date Product launched – Overseas Market

Recommended Retail Price\*

Product website URL\*

If product information is available on line, provide URL

Where product can be purchased in New Zealand: \*

*Please enter specific details if your product is only available at limited locations. If the product is widely available, general information is accepted. E.g. Countdown Supermarkets.*

Location(s):\*

Physical Address(es):\*

Person to contact (if required):

Phone (if required):

Key Members of the product development and marketing team\*

### **Product Development (How this product came to be)**

Where did the idea for this product come from? (max. 200 words)\*

How did you determine the product originality? (max. 200 words)\*

Briefly outline the process you followed to develop this product (max. 300 words)\*

Was any technology new to your company considered in the development of this product? (max. 300 words)\*

What were some of the challenges in developing this product? (max. 300 words)\*

Describe how you overcame the challenges. (max. 300 words)\*

How did you determine the product's likely success in the market? (max. 300 words)\*

Demonstrate the product's success with sales and distribution information.(max. 300 words)\*

**Artisan only entries go to section 3**

### Section 3

**For Artisan Food Producers Award Only** - in association with  
Supermarket News Restaurant & Café

Name of brand owner, manufacturer and/or distributor:

Date product was launched in New Zealand:

#### **Artisan judging criteria:**

- Taste and Visual Appeal
- Nutritional value
- Degree of Innovation
- Effectiveness
- Practicality and functionality
- Commercial success
- Value
- Relevance and satisfaction
- Shelf-life and storage
- Distribution and storage

Relevance to judging criteria, please outline below your entry in 500 words or less. To be uploaded on [www.foodawards.co.nz](http://www.foodawards.co.nz)

Max 500 Words

SUBMISSION CHECKLIST - PLEASE TICK TO INDICATE TASKS YOU HAVE COMPLETED

Completed entry. Document to detail how your product relates to the ten judging criteria set out above for food and beverage products.

Entry fee payment

Optional

Supporting documentation

Graphs/ Stats

Marketing material

Testimonial

High-resolution company logo

High-resolution images of the product (up to 3 images - landscape format) 300dpi

Brief product description for the website (less than 200 words)

**Storage Information (for when sending in your entry for judging)\*:**

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Congratulations unless you are entering a special award category your product entry is now complete. Please submit and pay online.

## **Section 4: Special Awards**

The Special Awards are open to all interested entrants at no additional cost. Please fill out the corresponding entry forms below.

### **Special Award Categories**

James & Wells Business Innovation Award – Section 5

NZTE Export Innovation Award – Section 6

Massey University Health and Wellness Award – Section 7

MPI Primary Sector Products Award – Section 8

MPI Food Safety Culture Award – Section 9

**\*\* NB The Best Novel Food or Beverage Award does not require additional information.**



## Section 5 James & Wells Business Innovation Award

(only fill in this section if you wish to enter for this award)

This Award is open to all food and beverage enterprises.

**Only products which have been manufactured in New Zealand** will be eligible for this Award.

**Entrants may answer all questions (maximum words per question 250) or elect to answer at least 5 of the optional questions. Questions 3 -11 are optional.**

Question	Answer (maximum words per question 250)
1. Company name	
2. Total revenue for the last financial year	
3. Describe how you have worked with your customers to build a strategy for the category in which you are a supplier. Where possible please provide data showing your achievements.	
4. How have you used intellectual property to leverage your innovation?	
5. Provide evidence of particular consumer insights that drove and influenced product design and routes to market.	
6. Describe a successful business initiative your company has introduced in the last 12 months, such as a new product, marketing or a system that dramatically altered the orientation of the business and the way it operates.	
7. Describe how you have improved the efficiency of the supply chain, including	

<p>manufacturing, operations, logistics and service levels. Please provide quantifiable data to cover areas such as productivity, delivery times, stock turns, overall equipment effectiveness.</p>	
<p>8. What initiatives in quality assurance have you introduced that have been specific to your company and resulted in improved customer satisfaction levels?</p>	
<p>9. Outline the initiatives you have introduced to improve the working and wider environment. For example how have you reduced the number of lost time/accidents or what initiatives have been implemented to reduce utility costs and waste?</p>	
<p>10. Provide examples of capital expenditure, that have benefited your output in terms of yield improvements, waste reduction, process control improvements, energy costs per unit produced and unit produced and unit conversion costs.</p>	
<p>11. What are you doing to improve the skills base of your staff, attract the best people and retain those people to improve the overall quality and morale of your workforce?</p>	

## Section 6 NZTE EXPORT INNOVATION AWARD

This Award is open to all exporters of food and beverage.

Products which have been designed, researched and developed in New Zealand along with those manufactured in NZ and exported will be eligible for this Award.

Entry to this Award will be decided by the Judging Panel only. Finalists may be contacted by the judges for a site visit as part of the process to determine the overall winner.

Please complete the questions below (using the maximum word guide).

Be as specific as possible, citing examples, values, and volumes and reference your information sources where appropriate.

Question	Answer (maximum 250 words per question)
1 Detail the size of the potential export market you have identified - including any demographics for your product, sales to date & your current market share if known	
2 Please describe any market research you have undertaken or are aware of and your awareness of foreign market potential	
3 Detail your strategy to beat competitors.	
4 Please detail the timeframe and investment allowed to achieve forecast market share	
5 Please describe your product profile (advertising) campaign and allocated budget	
6 How have you developed Channels to market and the business model you have chosen	
7 Describe your New Zealand	

production of your product, for example packaging, design, processes	
8 Describe any particular innovation particular to your product, for example packaging, design, processes	
9 Detail your gross margin: Is there enough to pay for long term investment in market?	
10 Describe how your resourcing, business governance and planning has evolved to meet export demands	

## Section 7 Massey University Health & Wellness Award

Company name	
Product name	
Serving Size	
Nutritional Information Panel Nutrients per 100gm	
Ingredient list %	
Target market for this product	
Describe how this product meets the nutritional guidelines for this target market	
Contribution to Recommended Daily Intake	
Describe any clinical evidence of the nutritional benefits of this product	

## Section 8 MPI PRIMARY SECTOR PRODUCTS AWARD 2017

This award is open to all Primary Sector food and beverage producers, researchers and manufacturers who add value through the introduction of new varieties, cultivars or breeds; or through new or alternative harvesting, processing or packaging to extract or create new or innovative primary sector products.

Entries are welcome for fresh or processed produce derived from any of the various primary sectors, including meat, dairy, seafood, apiary, or horticulture.

Company name	
Product name	
Where did the idea for this product come from?	
How did you determine product originality? What makes this product different from others in the New Zealand or overseas market place?	
Briefly outline the process you followed to develop this product, from concept to market.	
What technical research or expertise did you use in the development of this product?	
Was any new or alternative technology used in the development of this product? If so what was it and how did it advance the product development or launch?	
What were some of the challenges in developing this product?	
Describe how you overcame the challenges.	

<p>How have you determined the product's potential for success in the current or future market? What customer or market research or expertise have you used?</p>	
<p>Have you created or developed a new market with your product? How do you know this?</p>	
<p>What markets is the product currently in and what are your future markets? Please provide any relevant sales and distribution information.</p>	

**NB: The commercial confidentiality of information provided will be protected.**

## Section 9 MPI FOOD SAFETY CULTURE AWARD 2017

This award is open to all food and beverage companies that can demonstrate they have a strong food safety culture throughout all aspects of their operations, and up and down their supply chains.

Company name	
Product range/type	
Describe the food safety culture of your organisation and how this is seen throughout all aspects of your operations, and up and down your supply chain. Please provide information in relation to your management and staff as well as your suppliers and distributors.	
Was there a trigger event or issue that promoted you to make changes in your food safety culture? If so, what was this?	
Explain how the food safety culture you have described was established. What things were done, who with, and over what period of time?	
What was the thing you did that made the most difference? How did you make that happen?	
How did you know you were making progress in establishing a food safety culture in all aspects of your business (e.g. formal monitoring; feedback from staff, clients or customers)?	
What do you think was particularly innovative about what you or others in your supply or distribution chain did to get to where you are now?	
What do you, your suppliers or	



distributors do to ensure a food safety culture is maintained? That it has become integrated into all aspects of the business and will be sustained over time?	
How do you know you and your suppliers or distributors are maintaining a food safety culture? What evidence do you rely on?	
What difference has establishing a food safety culture made to your business?	
Are you doing anything to broaden the influence or impact of your food safety culture and achievements? If so, what and how?	