

about the awards

The Grocer Own Label Food & Drink Awards, previously known as The Grocer Own Label Excellence Awards reward the most outstanding products in the own label 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 also to consumers.

All entrants will receive a unique consumer judging feedback report with documented, tangible results that provide consumer recognition/endorsement and thus a competitive advantage.

Shortlisted entrants and winners will also benefit from:

- Rights to use the Gold, Silver or Finalist awards logo in your communication, on packs 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.
- Discounted tickets for the awards presentation lunch.

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 29th October 2010.

Entries may be submitted by email to 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 May 2011.

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

What previous winners say:

"Winning the Award has raised the profile of the product both internally at Stonegate and within our customer, Waitrose. We also have been able to communicate the win to Waitrose customers on the egg packaging and using a shelf barker at point of sale."

John Sayer, Manager, Stonegate

"Winning the award for our Whole Aromatic Duck was a real boost to our company and customers as it showed true recognition for the quality and authenticity of our product. It is also a great boost for all our employees who take pride in consistently producing excellent products."

Adam Fisk, Gressingham Foods

"To be recognised as the product of the year for this category was a great honour for everyone involved at ASDA and at Lovering Foods... overall the most satisfying part of winning this award is the fact that true 'foodies' have voted for this product based on its quality attributes alone."

Lovering Foods

The Grocer

In association with:

Cambridge Market Research Ltd

DEADLINE FOR ENTRY: FRIDAY 29TH OCTOBER 2010

www.thegrocer.co.uk/ownlabelawards



thejudging

First Stage Judging Consumer Research

In association with
Cambridge Market Research Ltd

The Grocer Own Label Food & Drink Awards is the only scheme that rewards the most outstanding products in the own label food and non-alcoholic drinks category by incorporating the views of consumers who taste and rate each and every entry as part of the judging process. This consumer verdict is an essential part of a rigorous two-stage judging process in which every entry is fully evaluated before going forward to a second stage of judging by a panel of industry experts.

Importantly it provides every entrant with fully documented and tangible results that demonstrate consumer recognition and endorsement that can be widely used for competitive advantage.

The consumer research is conducted by Cambridge MR, an independent market research company with more than 25 years experience in testing food and drink products. The company has a database of nearly 14,000 + standardised new product evaluations conducted through its Fast Foodfax® Market Intelligence service covering more than 130 product categories, which is updated every six months.

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 second round of judging by the panel of industry experts.

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

The Consumer Test:

Each product is tested with a minimum sample of 50 respondents from six sampling points across Great Britain. Entrants choose the consumer base most appropriate for their entry from three options: *Family, Pre and Post Family, or a representative GB sample*. Tests are conducted in-home under fully controlled conditions. Each product is evaluated individually having been prepared in the normal manner.

After assessing pre-trial interest and visual appeal, the product is tasted and rated on a number of key measures covering Taste, Texture, Packaging, Value For Money and Post Trial Would-Buy Intention. An Overall Rating is achieved, which is weighted to strengthen the appeal of those products that perform well and the consumer is most likely to buy.

Every entry is also rated on its level of originality and its relevance to the consumer. Finally, consumers have the opportunity to give their own spontaneous comments both in written form and as part of a group discussion at the end of every test.

A Context of Excellence:

Individual characteristic and overall product ratings out of a maximum of 50 are defined for every product and reviewed in the context of a database of two sets of norm scores: *the ratings achieved by similar products in the previous two years of testing for The Grocer Own Label Food & Drink Awards and the current Fast Foodfax® database of innovations tested in that category of products*.

Second Stage Judging The Expert Panel

The second round of judging is conducted by a specifically selected panel of industry experts all with diverse experience and ideally placed to be able to decide which products are outstanding in their field.

The esteemed panel of judges include development and celebrity chefs, industry experts, consumer magazine editors with retail buying experience. Products are judged on the set of criteria of taste, texture, appearance, packaging, value for money and clarity of labelling. Products are prepared in professional kitchens in London, where the judges factor the consumer judging scores and together with their own informed opinions select the winners for each category.

terms & conditions

1. The Organiser of the Awards is William Reed Business Media Ltd Broadfield Park, Crawley RH11 9RT.
2. 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.
3. Entrants must either be the supplier of the product entered or the retailer for whom the product has been supplied.
4. There is no restriction on the number of entries or on the number of categories for which a product may be submitted.
5. All Entry Forms must be sent by prepaid post in each case to arrive no later than 5pm on 29th October 2010. Proof that Entry Forms have been submitted online or posted will not be deemed to be proof of delivery.
6. Entries will only be accepted if they are submitted on the Entry Form completed in full, in ink in each case with the Entry Fee.
7. Entry Forms must state the name of the person responsible for submitting the entry and to whom all correspondence concerning the Awards should be addressed.
8. Entrants will be notified separately when to submit their products for judging. Products must be submitted by the due date and must be Own Label products for human consumption available for retail sale on 31 December 2010 and that will be in date for consumption throughout the judging process.
9. The Organiser reserves the right at its absolute discretion to reject any entry that it deems inappropriate.
10. Entries will become the property of the Organiser and will not be returned.
11. 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.
12. Products will be prepared for tasting according to the on-pack instructions.
13. The shortlist for the Awards will be announced on 28th March 2011. Shortlisted Entrants will be notified by post and offered a discounted rate to attend the Awards lunch.
14. Winners will be announced during a lunch in May 2011 at a prestigious hotel in London. The winners' names will be published in The Grocer on 14th May 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 that they wish to withdraw their entry prior to 12th November 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 required timetable will result in the deletion of an entry. In this event, no entry costs are refundable.
21. Entrants accept that their details will be passed on to Cambridge Market Research, which may contact them in connection with the administration of this award scheme and for marketing purposes





entryform

Main contact *(tick one box only)*

- Retailer Supplier

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

Retailer details

Contact name: _____
Company name: _____
Position: _____
Company address: _____

Postcode: _____
Telephone: _____ Fax: _____
Email: _____

Supplier details

Contact name: _____
Company name: _____
Position: _____
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: _____

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
 Condiments
 Confectionery
 Cooking Sauces
 Dairy
 Fish
 Fresh Produce
 Frozen Foods
 Hot Beverages
 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 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.

Continued overleaf...





entryform

Continued...

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

Product target audience *(tick one box only)*

Pre & Post Family Family Cross Section

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. Entries may be prepared with like products using similar ingredients for purposes of comparability.

Payment details

£534.63 per entry for 1 to 3 entries (£455.00 plus VAT @ 17.5% £79.63)

£487.63 per entry for 4 or more entries (£415.00 plus VAT @ 17.5% £72.63)

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/ownlabelawards

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 £ _____ (including VAT)

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

By Friday 29th October 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 keep you informed of products and services from William Reed Business Media Ltd. If you do not want to receive such information please email data.manager@william-reed.co.uk, or write to Data Manager, WRBM, Broadfield Park, Crawley RH11 9RT.

We may also make your contact details available to third parties offering products or services that may be of interest to you (excluding email and mobile numbers). If you do not wish your details to be passed to third parties please tick here.

Checklist

- All sections of entry form completed (two pages)
- Product image
- Full ingredient listing
- Nutritional information
- Payment