



# INSPIRE+ NZ ARTISAN AWARDS

Celebrating the very best in the  
New Zealand F&B Industry

It's that time of year again as we update the search for the best artisanal producers in New Zealand. We believe that artisanal products are a methodology and not a size of business, so if you are a large or small manufacturer, produce your product in a small kitchen or a large industrial unit, it's time to look at entering the Inspire+ New Zealand Artisan Awards.

Have a question?  
Call George on  
**09 304 0142 ext 705**  
E: [artisan@reviewmags.com](mailto:artisan@reviewmags.com)

**supermarketnews**  
TRUSTED • RESPECTED • PREFERRED

**restaurant**  
THE CUTTING EDGE OF FOODSERVICE **SCAFÉ**





The NZ Artisan Awards is New Zealand's national food and beverage awards programme tailored to artisanal producers. The Awards offer broad opportunities for New Zealand artisanal producers to leverage success locally and internationally with the seal of approval from the judging panel chaired by SupermarketNews editor, with judges from Foodstuffs North Island.

## KEY DATES:

**ENTRIES CLOSE:**  
30th July 2020

**PRODUCT DATES  
TO BE SENT IN BY;  
FOR AMBIENT/  
SHELF-STABLE OR  
FROZEN PRIOR TO:**  
30th July 2020

**FRESH/CHILLED  
BETWEEN:**  
24th July 2020 -  
31st July 2020

**JUDGING:**  
24th July 2020 -  
14th August 2020

**FINALIST ANNOUNCED:**  
18th August 2020

**WINNERS ANNOUNCED:**  
11th September 2020

## WHAT YOU NEED TO KNOW

- Award-winning products will receive Gold, Silver and Bronze trophies which are a national brand seal of excellence.
- All entries are blind tasted for taste and mouth appeal, then judged on packaging, innovation and fit for purpose criteria.
- Award-winning producers will be provided with a PR media release to assist with promoting their win.
- All prize winners will go into a final judging for the SUPREME WINNER of the Inspire+ NZ Artisan Award sponsored by New World.
- All entries must be 100% New Zealand produced and commercially available in retail grocery or foodservice at closing date of entry.
- All individual units supplied for judging must have a use-by or best before date.
- Products must be clearly labelled with any allergen information.
- All entries are required to send in 3 samples of each variant entered.

### CATEGORY WINNERS

- \$5000 advertising campaign in SupermarketNews or Restaurant & Café\*
- Six month Membership of FGC
  - Six month Membership of Restaurant Assoc
  - Six month Membership of NZ Chefs

### SUPREME AWARD

\$10,000 advertising campaign in SupermarketNews or Restaurant & Café Magazine\*

## PLUS THE ADDED BENEFITS

- Industry recognition of your successful artisanal product innovation.
- Increased influence within the industry.
- Enhanced brand prestige.
- Enhanced brand profile.
- One year Subscription to SupermarketNews magazine
- One year Subscription to Restaurant & Café magazine

*\*Terms and conditions apply*

Have a question?  
Call George on  
**09 304 0142 ext 705**  
E: [artisan@reviewmags.com](mailto:artisan@reviewmags.com)

**supermarketnews**  
TRUSTED • RESPECTED • PREFERRED

**restaurant**  
THE CUTTING EDGE OF FOODSERVICE **CAFÉ**



# HOW TO ENTER

---

## 1

Choose a category from the following options:

- Alcoholic Beverages
- Non Alcoholic Beverages
  - Frozen
  - Chilled/Deli
  - Ambient
  - Fresh

## 2

Complete the entry form by printing it, filling it out and returning to:

POST:

NZ Artisan Awards Entry  
Review Publishing Co Ltd  
PO BOX 37140  
Parnell, Auckland 1152

Scanning and emailing:  
artisan@reviewmags.com  
or by faxing to  
+64 9 377 2794

## 3

Wait for acknowledgement of receipt of your entry, then check the email for product delivery instructions. No product will be returned.

Please note that delivery due dates are time critical and product must be received prior to the closing deadline. Products that are late may be excluded from judging.

## PRODUCT REQUIREMENTS

All non-ambient food products are to be delivered via a suitable and appropriate food transport vehicle. Food products that require temperature control must be delivered in a vehicle that maintains the temperature in accordance with manufacturers' specifications.

Entrants are required to submit three samples of each variant of their product entry. Additional product may be required should judging for the Supreme Award require it. Entrants will be notified with ten working days notice to deliver additional product. Unopened surplus products within their use by date or best before date may be given to charities that facilitate the same and timely distribution of food to people in need.

Award winning producers may be requested to provide additional products for photography.

---

## JUDGING CRITERIA

Entrants should respond in detail, providing facts, figures, survey results, customer feedback and any other corroborating evidence where possible. The judges will assign a score out of 10 for each criterion.

Judging panel is made up with industry experts and chaired by SupermarketNews F&B Editor.

### 1. Degree of innovation

In what way does your product represent an advance or improvement on what has gone before? Is it a breakthrough? Is it a fresh concept? How is it artisanal?

### 2. Fit for Purpose

How well does your product fulfil its purpose? What are the results from its use? How does it improve the end-user experience?

### 3. Visual appeal and Taste

How well does your product appeal to the end user's senses? Is it attractive and well presented? Does it taste better than similar products?

### 4. Value

How does your product represent value for the user? How does the price compare to other similar products?

### 5. Shelf-life and storage

How well has your product performed in the marketplace?

### 6. Relevance and Packaging

Innovation. Sustainable Design

### 7. Distribution and availability

What distribution channels already exist for your product? What systems do you have in place to meet demand?

Have a question?  
Call George on  
**09 304 0142 ext 705**  
E: [artisan@reviewmags.com](mailto:artisan@reviewmags.com)

**supermarketnews**  
TRUSTED • RESPECTED • PREFERRED

**restaurant**  
THE CUTTING EDGE OF FOODSERVICE **SCAFÉ**





## ENTRY FORM:

Please fill out the form and scan and send your entry by 5pm 30th July 2020 to: [artisan@reviewmags.com](mailto:artisan@reviewmags.com) or fax to **09 377 2794**

You can enter more than one product, but **MUST** use a separate entry form. Variants of the same product from the one brand can be included on the one entry form.

Once you have submitted an entry form, a confirmation email will be sent to you along with information on where and when to send your product for judging.

**All entries will be considered for the Supreme Award.**

## SECTION 1: GENERAL INFORMATION

\* Is a required field. Please write N/A if not applicable

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

First Name \*: .....

Last Name\*: .....

Company Submitting entry\* : .....

Trading Name\*: .....

Company/Product Website: .....

Email\*: .....

Mobile\*: .....

Work Phone\*: .....

Organisation Name\*: .....

Position Title\*: .....

Postal Address\*: .....

Physical Address\*: .....

Social Media Handles: .....

Website: .....

## YOUR MEDIA/PR CONTACT (IF APPLICABLE)

(If different from key contact person). This information may be used by our PR/Marketing Team to arrange interviews etc.

Company: .....

Contact person: .....

Email: .....

Contact Phone: .....

(Please note this may be used for promotional purposes and must be correct as per what it should be named should it become a finalist or winning product)

Have a question?  
Call George on  
**09 304 0142 ext 705**  
E: [artisan@reviewmags.com](mailto:artisan@reviewmags.com)





## ENTRY FORM 2020

Please Fill in with a ✓ or an X

- I acknowledge I have read and agreed to abide by the terms and conditions outlined by The Organisers of the New Zealand Artisan Awards 2020.

### 2020 Inspire+ Artisan Awards categories:

- Inspire+ Artisan Award - Alcoholic Beverages  
 Inspire+ Artisan Award - Non Alcoholic Beverages  
 Inspire+ Artisan Award - Frozen  
 Inspire+ Artisan Award - Chilled/Deli  
 Inspire+ Artisan Award - Ambient  
 Inspire+ Artisan Award - Fresh

*All Categories included for consideration of Supreme Award*

## SECTION 2: PRODUCT DETAILS

Product Trading Name\*

Identifying Description (basic product description)\*

Variant/s (Flavour/Pack Size) Entered \*

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

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\*

Where product can be purchased in New Zealand\*

Key Members of the product development and marketing team\*

Have a question?  
Call George on  
**09 304 0142 ext 705**  
E: [artisan@reviewmags.com](mailto:artisan@reviewmags.com)

**supermarketnews**  
TRUSTED • RESPECTED • PREFERRED

**restaurant**  
THE CUTTING EDGE OF FOODSERVICE **SCAFÉ**

