



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.



ENTRY BOOKLET

Have a question?
Call Janet on
09 304 0142 ext 712
E: artisan@reviewmags.com

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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, Sarah Mitchell.

KEY DATES:

ENTRIES CLOSE

30th July 2021

PRODUCT DATES TO BE SENT IN BY;

AMBIENT/ SHELF-STABLE OR FROZEN PRIOR TO:

30th July 2021

FRESH/CHILLED BETWEEN:

24th July 2021 - 31st July 2021

JUDGING:

24th July 2021 - 31st July 2021

FINALIST ANNOUNCED:

18th August 2021

WINNERS ANNOUNCED:

11th September 2021

WHAT YOU NEED TO KNOW

- Award-winning products will receive Gold, Silver and Bronze awards 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*

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HOW TO ENTER

1

Choose a category from the following options:

- Alcoholic Beverages
- Non Alcoholic Beverages
 - Frozen
 - Chilled/Deli
 - Ambient
 - Fresh
- General Merchandise
 - Sauces

2

Complete the entry form by either:

1. Typing directly onto the PDF and emailing it to **artisan@reviewmags.com**
2. Printing the form out, filling it out, scanning it and emailing it to **artisan@reviewmags.com**

3

Wait for product delivery instructions to be emailed to you.

Please note delivery dates are time sensitive depending on your food category. Products that arrive later than the stated due dates may be excluded from judging. No products will be returned.

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?

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This year, we are offering Artisan Awards entrants the opportunity to enter their product/s into PITCHme.

WHAT IS PITCHme?

PITCHme, is an exciting initiative from Review Publishing that opens lines of communication between small, large, and artisanal producers and respective buying groups is back this year for another round of innovative ideas and products.

PITCHme is a Dragon's Den-style opportunity giving suppliers the chance to pitch their brand to a panel of buyers and influencers in a cross section of industry sectors. Suppliers submit an entry for consideration to the panel, who will then make a list of finalists.

These finalists will then have the opportunity to present their product in person where the panel of industry experts, including representation from small and large distributors, high profile chefs, and buyers for groups from banner QSRs to institutions. The panel will judge the products against peers and competitors and provide feedback and advice as to how the product could be better purposed and developed.

The COVID-19 pandemic has ignited a surge of innovation as businesses pivot and look for ways to stand out from the crowd. Review Publishing is excited to see what new ideas you have for the industry moving forward.

Does your product have what it takes to become the next food, beverage or service market influencer?

For more information, please email pitchme@reviewmags.com.



ENTRY FORM

Please fill out the form and scan and send your entry by 5pm 30th July 2021 to: artisan@reviewmags.com

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.

If you are entering **MORE THAN ONE** product (not different variants), please use a **SEPARATE** entry form for each product.

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*:

Position Title*:

Company Submitting Entry* :

Brand Name*:

Company/Product Website:

Email*:

Contact Number*:

Postal Address*:

Physical Address*:

Social Media Handles:

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.)

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ENTRY FORM

Yes, I would like to enter my product/s into PITCHme.

2021 Inspire+ Artisan Awards categories:

Tick all that apply.

- 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
- Inspire+ Artisan Award - Sauces
- Inspire+ Artisan Award - General Merchandise

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*

.....

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*

.....

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ENTRY FORM

ORGANISER

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EMAIL

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www.nzartisanawards.com

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

GENERAL TERMS AND CONDITIONS

An entry is not guaranteed to be included in the programme if received after the advertised closing date.

By entering the awards the applicant gives permission to the organiser, and award sponsors, to publish, exhibit and promote the content of the submission with the deletion of any commercially sensitive information. The applicant acknowledges that the organiser has the right to reproduce materials in whole or part without payment of release or licensing fees to the holder of publication rights or copyright.

The organiser is committed to providing a quality awards programme for the New Zealand food industry and makes every attempt to ensure accuracy, currency and reliability of the information. However, changes in content and process may become necessary at the absolute discretion of the organiser.

Magazine advertising rates are as published on Mediakits for each magazine. Terms and Conditions apply.

Entrants must comply with FSANZ food safety standards as outlined
<http://www.foodstandards.govt.nz>

For full T&C's, please visit our website at www.nzartisanawards.com

I acknowledge I have read and agreed to abide by the terms and conditions outlined by the organisers of the NZ Artisan Awards 2021.*

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