



**The
Grocer**
**New Product
Awards 2012**

Entry form

Sponsored by:

In association with:
Cambridge
MARKET RESEARCH



About the awards

The Grocer New Product Awards celebrate and reward outstanding innovation in the UK fmcg sector. Eligible products include both **food** and **non-food** branded grocery products that have been introduced or developed in the last 18 months. All entrants receive a consumer feedback report worth hundreds of pounds and will also have the opportunity to use the logo free of charge on packaging and other marketing material.



Why you should enter

With endorsement from both consumers and an expert panel of judges the prestige of winning a New Product Award generates a fantastic platform to promote your product both within the industry and to consumers. All entrants will receive a unique consumer report providing documented, tangible feedback from consumers.

Shortlisted entrants and winners will also benefit from:

- Rights to use the awards logo in your marketing communications, 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 peers.
- Reinforcement of your brand within the trade and the eyes of the customers.
- Discounted tickets for the awards presentation lunch – which is a great opportunity to celebrate team success.

How you can enter

Complete the entry form and send a high resolution image of your product along with your payment by 5pm Friday 24th February 2012. Entries may be submitted online at www.thegrocer.co.uk/newproductawards by email to thegrocerevents@wrbm.com or by post.

Please label each entry and photograph clearly. **Do NOT send your product at this stage.** 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 September 2012. Each finalist product is entitled to one ticket at a discounted rate.

What products are eligible?

Eligible products include both food and non-food grocery products.

We are defining a 'new product' as:

- A product new to the UK market.
- Products that have been reformulated.
- Products that have been significantly repackaged or repositioned.
- An addition, variant or extension to an existing line.
- The new product or reformulation will have been introduced, and be available for sale in the UK, in the 18-month period between 1st September 2010 – 1st March 2012.
- The product must have its own distinct branding and not be exclusive to one retailer; retailer branded own-label products are not eligible to enter.

If you have any questions about whether your product is eligible, please email your query with a brief description to thegrocerevents@wrbm.com

Categories:

Food and Drink

- Baby Food
- Bakery
- Cakes and Biscuits
- Cereal
- Chilled Foods
- Confectionery
- Convenience Foods
- Cooking Sauces
- Dairy
- Fresh Produce
- Frozen Foods
- General Grocery (including canned goods and condiments)
- Hot Beverages
- Meat, Fish and Poultry
- Rice, Noodles and Pasta
- Snacks
- Soft Drinks
- Soups
- Speciality Foods

Non-food

- Air Fresheners
- Baby Products (non-food, non-medicated)
- Feminine Care
- Hair Care
- Household Goods
- Health and Beauty (not including cosmetics or medicated products)
- Laundry Products
- Oral Hygiene
- Paper Goods
- Pet Care (dog and cat)
- Toiletries

Special Awards

There will be a Special Award for the Artisan Product of the Year. This category is not open for entry, but will be decided from appropriate entries across all categories selected by the expert panel of judges.

About the judging

First stage judging

The Grocer New Product Awards rewards the most outstanding new products in grocery through a rigorous two-stage judging process in which every entry is fully evaluated by consumers before going forward to a second stage of judging by a panel of industry experts.

Consumer research

The consumer verdict is an essential part of the judging and 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 Market Research; an independent market research company with more than 25 years' experience in testing edible and non-edible products. Using a wide range of appropriate methodologies, the company has a database of nearly 14,000 new food and non-alcoholic drink 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 Market Research is happy to interpret these findings with each entrant, exploring any diagnostic feedback that may help in future product development and optimisation.

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The consumer test:

Each product is tested with a minimum sample of 50 respondents from six sampling points across the UK. Unless highly targeted, the product is tested amongst a representative UK sample of category buyers.

Each product is tested under controlled conditions, using an appropriate methodology, with a full range of questioning to probe product performance and purchase intention. For example, non-food products are assessed on 10 criteria covering pre-trial interest and factors like pack appeal, with the product tried in-home and rated on further key measures ranging from its Fragrance, Effectiveness in Use, to Packaging, Value for Money and Post Trial Would-Buy Intention. From this data an Overall Consumer Rating is achieved.

Every entry is also rated on its originality and relevance to the consumer.

Finally, consumers have the opportunity to give their own spontaneous comments either in written form and/or as part of a group discussion, which is conducted 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 appropriate norm scores where these are available.

Second stage judging

The expert panel

The second round of judging is conducted by a specially selected panel of industry experts all with diverse experience, who are ideally placed to be able to decide which products are outstanding in their field. The esteemed panel of judges, where appropriate, include development and celebrity chefs, industry experts, and consumer magazine editors with retail buying experience.

Products are judged on a set of 10 criteria as defined for the purpose of the particular category.

All judges factor the consumer judging scores together with their own informed opinions to derive 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 distributor, supplier or manufacturer of the product entered.
4. There is no restriction on the number of entries or on the number of categories for which a product may be submitted.
5. Applications must be submitted online at www.thegrocer.co.uk/newproductawards, or via an entry form sent by prepaid post or courier in each case to arrive no later than 5 pm on Friday 24th February 2012. Responsibility is not accepted for entries lost, damaged or delayed as a result of any network, computer hardware or software failure of any kind. Proof of sending will not be accepted as proof of receipt.
6. Applications will only be accepted if they are submitted online or with the Entry Form completed in full, in each case with the Entry Fee and a high-resolution image.
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 available for retail sale between 1st September 2010 and 1st March 2012 and must be in date for consumption or use 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 or products, and any entry or product 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 in April 2012. Shortlisted Entrants will be notified in writing and will be offered a discounted rate to attend the awards lunch.
14. Winners will be announced during a lunch in September 2012 at a prestigious hotel in London. The winners' names will be published in The Grocer in September 2012.
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 Monday 5th March 2012 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 may 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.
22. By entering the Awards, all Entrants will be deemed to have accepted and be bound by the rules and consent to the transfer of their personal data to the Data Controller for the purposes of the administration of the Awards and any other purposes to which the entrant has consented.
23. Winners may publicise their success in "The Grocer® New Product Awards 2012" indefinitely provided the year is specified in all publicity and materials. The Organiser licences any winner to use the relevant Awards logo in connection with its award until 31st December 2013.
24. By entering the Awards, all Entrants will be deemed to have accepted and be bound by the rules and consent to the transfer of their personal data to the Data Controller for the purposes of the administration of these Awards and any other purposes to which the entrant has consented.
25. The Organiser and Data Controller is William Reed Business Media Ltd, Broadfield Park, Crawley RH11 9RT.

Entry form 2012

Food and Drink Categories



1. Contact details

It is important that the contact is able to deal with all elements of the judging process.

Please note that all fields are compulsory.

Contact name: _____

Company name: _____

Job title: _____

Company address: _____

Postcode: _____

Telephone: _____

Fax: _____

Email: _____

2. Eligibility

What is new about the product? *(Tick all that apply)*

- New to the UK market
- Reformulated
- Repackaged
- A variant or extension of an existing line
- None of the above

3. Categories (Food and Drink)

Please tick the box of the category you are entering.
(You may enter more than one category but please complete a separate entry form per entry)

- Baby Food
- Bakery
- Cakes and Biscuits
- Cereal
- Chilled Foods
- Confectionery
- Convenience Foods
- Cooking Sauces
- Dairy
- Fresh Produce
- Frozen Foods

- General Grocery
(including canned goods and condiments)
- Hot Beverages
- Meat, Fish and Poultry
- Rice, Noodles and Pasta
- Snacks
- Soft Drinks
- Soups
- Speciality Foods
- Other *(please specify)*

4. Product details

Ambient Frozen Chilled

Title of nominated product: _____

Date launched into UK market: *(MM/YYYY)* / _____

Price: £ Weight: g / lbs

No. of servings: Shelf life: _____

Example of where product is listed: _____

National: Yes No

Regional: Yes No

If 'Yes' please specify: _____

Product target audience (Please tick one only)

Pre & Post Family Family Cross Section

Preparation details

Single preparation method: *(Please tick one only)*

Hob Grill Oven Microwave

Multiple preparation method. Please specify: _____

Other. Please specify: _____

Full ingredient listing (compulsory)

Please supply a detailed panel of nutrition information on a separate sheet.

Product image

Please supply a high-resolution photograph of the product.

Photograph of the product should be 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. Image to be supplied as .jpg (maximum size 1Mb) and emailed to thegrocerevents@wrbm.com with the nominated product name in the subject header, or supplied on CD or posted with your entry form.

Please now continue to the final page to complete payment details. >>>

Entry form 2012

Non-food Categories



1. Contact details

It is important that the contact is able to deal with all elements of the judging process.

Please note that all fields are compulsory.

Contact name: _____

Company name: _____

Job title: _____

Company address: _____

Postcode: _____

Telephone: _____

Fax: _____

Email: _____

2. Eligibility

What is new about the product? *(Tick all that apply)*

- New to the UK market
- Reformulated
- Repackaged
- A variant or extension of an existing line
- None of the above

3. Categories (Non-food)

Please tick the box of the category you are entering.
(You may enter more than one category but please complete a separate entry form per entry)

- | | |
|--|--|
| <input type="checkbox"/> Air Fresheners | <input type="checkbox"/> Laundry Products |
| <input type="checkbox"/> Baby Products
(non-food, non-medicated) | <input type="checkbox"/> Oral Hygiene |
| <input type="checkbox"/> Feminine Care | <input type="checkbox"/> Paper Goods |
| <input type="checkbox"/> Hair Care | <input type="checkbox"/> Pet Care (dog and cat) |
| <input type="checkbox"/> Household Goods | <input type="checkbox"/> Toiletries |
| <input type="checkbox"/> Health and Beauty
(not including cosmetics or
medicated products) | <input type="checkbox"/> Other <i>(please specify)</i> |

4. Product details

Full product name: _____

Full product description: _____

Date launched into UK market: (MM/YYYY) _____ / _____

Price: £ _____

What is the product for: _____

National: Yes No

Regional: Yes No

If 'Yes' please specify: _____

Product target audience (Please tick one only)

Pre & Post Family Family Cross Section

Preferred method of use

Please specify: (eg. shampoo: wash hair, rinse and wash again)

Product image

Please supply a high-resolution photograph of the product.

Photograph of the product should be 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. Image to be supplied as .jpg (maximum size 1Mb) and emailed to thegrocerevents@wrbm.com with the nominated product name in the subject header, or supplied on CD or posted with your entry form.

Please now continue to the final page to complete payment details. >>>

Entry form 2012

Payment details and further information



5. Payment details

£475 plus VAT per entry

Payment includes:

- Entry fee
- Consumer report for each entry (this will be sent by email after the awards presentation lunch)

I authorise payment of £ _____ (inc. VAT)
for a total of _____ entry/ies.

Signature: _____

Date: _____

Please complete payment method at the bottom of this page.

6. Submitting your entry form

Do NOT send your product yet!

You will be notified of the product submission date by Cambridge Market Research once the testing programme has been established.

Please send your entry form to:

The Grocer New Product Awards 2012
Broadfield Park
Crawley
West Sussex
RH11 9RT

By Friday 24th February 2012

CHECKLIST

Have you completed all sections of the entry form?

- Section 1 : Contact details
- Section 2 : Category
- Section 3 : Eligibility
- Section 4 : Product details*
- Section 5 : Payment details and payment method

**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.*

Further information

For further information about the awards go to www.thegrocer.co.uk/newproductawards

To book your place at the presentation lunch, please contact The Grocer Events Team on:

tel: 01293 610354

email: thegrocerevents@wrbm.com

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@wrbm.com 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.

Payment method

I enclose a cheque made payable to **William Reed Business Media Ltd** for £ (in the case of faxed back forms, cheque to follow in the post)

Please invoice my company at the above address for the amount of £ Purchase Order no:

Please charge my credit/debit card: Visa Mastercard Delta Maestro American Express

Please complete your card details below or contact us with your card details on 01293 610354.

Card No. / / /

Start Date / Expiry Date / Issue No Security Code