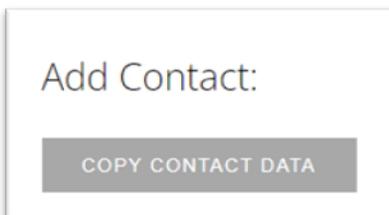


Before You Begin:

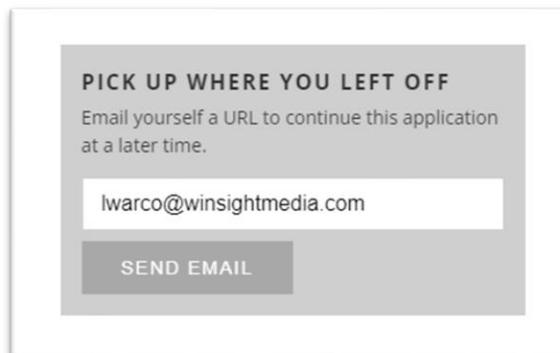
- Review the program [Rules & Regulations](#) for an overview of what to expect if your product is selected.
- If no video exists, record a demonstration video of the equipment in action. This is a crucial part of the application and allows the judges to get a feel for the equipment in lieu of in-person interaction.
 - Note: this video can be very informal and recorded via cell phone. It will not be shared outside of the panel of judges and Show Management.
- The application will ask for the contact information of two operators who have experience with the equipment. Please notify these individuals that they may be contacted by Show Management for a reference.

Application Overview:

- Step One: Contact
 - Provide contact details for the application's main point of contact. This person will be contacted with any questions and will also receive the application fee invoice.
- Step Two: Application
 - This step includes all of the detailed questions that will be reviewed by the judges. See below for the full list of questions, and advice on how best to answer.
 - Given the length of this step, it is recommended to work in a word document and copy and paste answers in later. That way, no work will be lost if the application times out.
- Step Three: Sign and Confirm
 - Agree to the rules and regulations (see link above).
 - Fill in the contact details as the person who submitted the application



- *Note: If this is the same contact from Step One, click the Copy Contact Data button and the same information will be populated. Then click "Add Contact" at the bottom of the page to refresh.*



- Pick Up Where You Left Off: Enter an email address to receive a link to the pending application to finish it later.
 - *Note: The link will only include progress submitted through the previous step.*



Kitchen Innovations Application Guide

Application Questions:

*** Product Name:**

The name of the innovation and title of the application.

*** When did you, or will you, introduce this innovation to the broad U.S. foodservice market? List the month and year:**

Products must be new from within 24 months of, and available for sale at the 2023 Show to qualify.

The innovation must be introduced for sale within the 24 months previous to the 2023 Show, and be available for orders to be taken at the Show

*** What type of innovation is this?:**

Select an Option

- Technology new to foodservice
- New application of existing technology in foodservice
- Multi-pronged enhancements of existing technologies

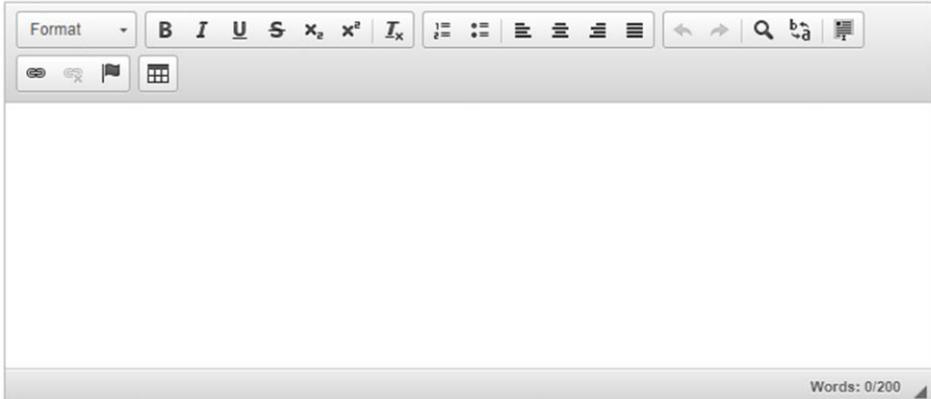
The judges are seeking to understand if the product being submitted is brand-new to the industry, or an innovative evolution/new application of existing technologies. If this is an evolution, address the remaining application questions with answers specific to the improvements made.

*** What operator segment or segments is this innovation primarily intended to serve?:**

If not applicable, indicate N/A.

This answer could be specific, or include a broader range of applications. Examples include: casual dining broad menu, multiunit commercial QSR chicken chain, quick casual Mediterranean, multiunit noncommercial school district cafeterias, etc.

* Explain details about the innovation's design, technology, and functionality as needed :



Words: 0/200

This image shows a rich text editor interface. At the top, there is a 'Format' dropdown menu. Below it is a toolbar with various icons for text formatting: bold (B), italic (I), underline (U), strikethrough (S), subscript (x₂), superscript (x²), and text color (I_x). There are also icons for bulleted and numbered lists, indenting, and alignment. To the right of the toolbar are icons for undo, redo, search, and a list icon. Below the toolbar is a large, empty text area for input. At the bottom right corner of the text area, it says 'Words: 0/200'.

Provide technical details here. It does not need to be focused on proprietary/patentable information but should go beyond claims of benefits and focus on the inner workings of the innovation. A marketing brochure can be uploaded later on in the application process. Don't focus on marketing speech here but take a more detailed approach on how it works differently from competing equipment.

* What current problem or shortcoming in foodservice does this innovation overcome?:

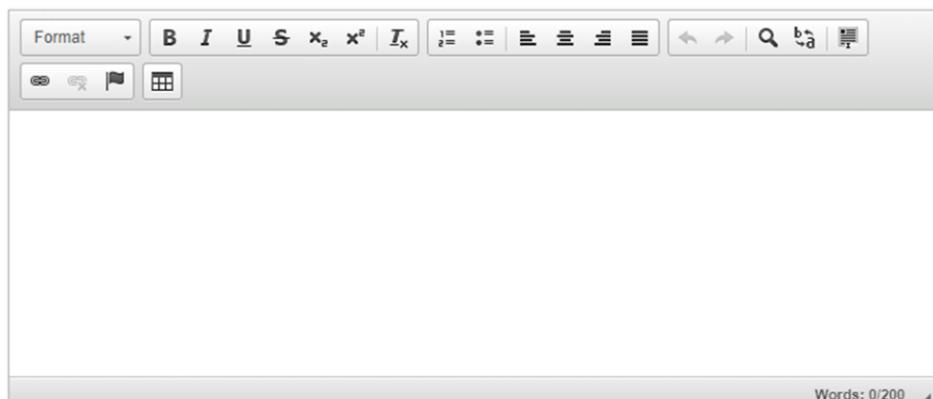


Words Left: 100

This image shows a text input field with a placeholder question: '* What current problem or shortcoming in foodservice does this innovation overcome?:'. Below the input field, it says 'Words Left: 100'. There is a small scroll bar on the right side of the input field.

Within 100 words, identify the operational frustration this innovation addresses directly.

* What makes this innovation unique, superior, and unlike what's found in competing products? :



Words: 0/200

This image shows a rich text editor interface. At the top, there is a 'Format' dropdown menu. Below it is a toolbar with various icons for text formatting: bold (B), italic (I), underline (U), strikethrough (S), subscript (x₂), superscript (x²), and text color (I_x). There are also icons for bulleted and numbered lists, indenting, and alignment. To the right of the toolbar are icons for undo, redo, search, and a list icon. Below the toolbar is a large, empty text area for input. At the bottom right corner of the text area, it says 'Words: 0/200'.

Focus here on which innovative feature is most significant to operators and how it distinguishes from similar products in the market. Again, try to avoid "marketing speak" and be more technical. This panel of judges has significant experience and can follow along.

Kitchen Innovations Application Guide

★ Is this application based off a product that has already been submitted for KI consideration?:

Yes

★ Please describe, in detail, the enhancements that have been made since the product was last submitted for consideration:

If this product is the next generation of an innovation that has already been submitted in previous years, please indicate Yes here and be specific as possible about what advancements have since been made, and what distinguishes this new innovation from the previous submission.

★ How would you quantify measured or estimated benefits versus competition or prior designs/technologies?:

Does this new innovation reduce labor, or energy or water consumption? Illustrate and quantify in this answer if applicable. For example, if a new innovation reduces operator labor by 10%, or by 10 minutes per cycle, or utility consumption by 15%, etc., explain the numbers and quantify how many dollars might be involved per shift, per day, per year or whatever is relevant.

Attach additional documentation on benefits:

Choose File No file chosen

An optional field, specific case studies related to your answer above can be uploaded here.

If your innovation has been tested by a third-party for energy or utility efficiency, or for productivity measurements, provide a direct link to the results, or contact information for a reference:

If you have an attachment, see the "Upload relevant supporting materials" field below.

Provide a direct to results, or the contact information (name, company, phone number, and email) to be contacted for reference.

Kitchen Innovations Application Guide

Was this innovation developed in response to or in consultation with a specific customer/client? If so, please list the client here:

All information is strictly confidential to KI staff and the panel of judges, and will not be shared publicly.

The judges look to this answer for context on the types of operations the innovation is intended to assist, as well as the problems it was built to directly address.

★ Have patents been issued or pending? If yes, list patent number:

If inapplicable, indicate N/A.

★ Provide two foodservice operators who can verify this innovation and its benefits (include contact name, title, and phone number):

If contacts are not yet available, please indicate when they will be. Note: must be received before the judging period has concluded.

These references may be contacted by Show Management to address specific questions from the judges, or to speak more generally about their experience with the innovation. They will only be contacted once and the information provided to Show Management will not be shared outside of the panel of judges.

Sometimes it's not possible to provide two operator names using the product in the field at the time the application is being submitted. If that's the case, please indicate in your answer when these references will be available. *Note: this information will be needed before judge deliberations conclude by the end of January.*

★ Link to Product Video:

Note: This video will be used for deliberation purposes by the expert panel of judges ONLY and will not be shared externally. It does not need to be a formal presentation but can be an informal demonstration. Upload video via Dropbox, WeTransfer, Office365, etc.

Perhaps the most important field on the application, this video allows the judges to experience the innovation from a more detailed perspective than descriptive word. They appreciate the opportunity to see it in video, in lieu of an in-person experience.

This video can be a formal marketing presentation, but is not required to be so. Previous successful applicants have made recordings within their very own test kitchens using cell phones that show the product in action, and highlight a few of the most significant features. Production quality of the video is far less important the opportunity to demo for the judges.

*** Upload Product Photo:**

No file chosen

High resolution JPEG or PNG required. If selected, this will be used in promotions.

*** Upload Company Logo:**

No file chosen

High resolution EPS or JPEG required.

The product photo and company logo uploaded here will be used in various promotions if your innovation is selected. Please submit the highest resolution graphics at your disposal to ensure quality on both print and online promotions.

*** Upload Product Specifications Sheet:**

No file chosen

*** Upload Product Brochure:**

No file chosen

The spec sheet often addresses technical questions the judges are seeking clarification on. With the technical information provided in this, and all the questions above, uploading the product brochure puts the bow on your application.

Upload relevant supporting materials (videos, sales brochures, spec documents, etc.):

No file chosen

Upload relevant supporting materials (videos, sales brochures, spec documents, etc.):

No file chosen

Upload relevant supporting materials (videos, sales brochures, spec documents, etc.):

No file chosen

Up to three additional uploads can be added here. This is not required but serves as a space to submit any other documentation, photos, or case studies that will be helpful to the judges.