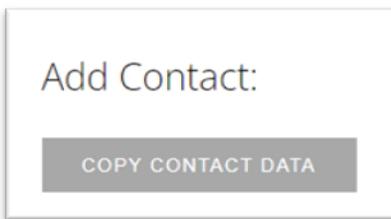


Before You Begin:

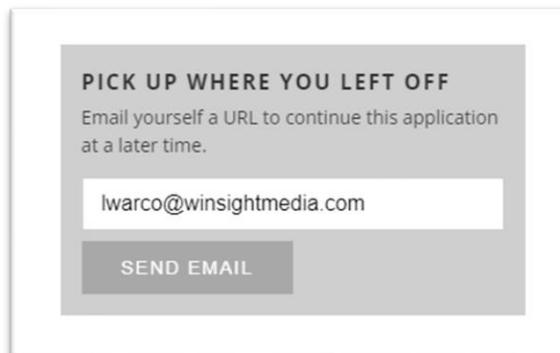
- Review the program [Rules & Regulations](#) for an overview of what to expect if your product is selected.
- Record a 30-second “elevator pitch” for the product. FABI judges are specifically interested in what makes the product stand out in regards to its impact on the foodservice industry. Is it breaking new ground in sustainability or setting new standards for ease of service? What’s the wow factor?
 - 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 one-three operators who have experience with the product. 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 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 into the application form once ready to submit. 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.*

★ List your direct competitors with similar products. What differentiates this product?:

Words: 0/50

List the similar products available for sale. Be as specific as possible about one or two properties of your product that differentiate from existing competition.

★ What's the wow factor?:

Words: 0/50

What's the most distinguishing trait of this product? Is it breaking new ground in nutrition, sustainability, creative use of known ingredient, or can all the ingredients easily be traced to the source? Has it already received other awards or accolades? Outside of delicious flavor, what's the claim to fame?

*** Please provide references of one- three foodservice operators who use your product. If not applicable, enter N/A.:**

Format - **B I U S x₂ x² I_x** | | | | | | | | | | |

Words: 0/50

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 product. They will only be contacted once, and the information provided to Show Management will not be shared outside of the panel of judges.

*** What research was used for the generation or perfection of this product? Please provide the results. If not applicable, enter N/A.:**

Format - **B I U S x₂ x² I_x** | | | | | | | | | | |

Words: 0/50

If any taste tests or surveys have been conducted specifically for this product, enter the results. This includes research related to taste parity, testing at food labs, etc. Please include information with specific statistics.

Elevator Pitch Video: In 30 seconds or less, tell the judges how your product is superior and what it is changing or bringing to the foodservice industry:

Share a link to your video via Dropbox, Google Drive, Office 365, etc. Videos do not need to be formal, this is intended for the judges only and will not be shared outside the panel and show management.

In 30 seconds or less, the judges want to hear directly from you on what stands out about this product. If you are face to face with a judge with less than a minute to spare, share one or two standout attributes that make it a meaningful contribution to the foodservice industry.

Videos can be recorded using a phone or computer and do not need to be high quality productions. What’s most important is that the judges are hearing from you directly as they would during a face-to-face meeting at the Show.

*** Upload Nutritional Information:**

No file chosen

There are no requirements to meet, but nutritional information is a required upload for each application for the judges to review.

Upload Product Brochure:

No file chosen

Link to Product Video:

Upload via Dropbox, WeTransfer, Office365, etc.

Product Webpage:

A product brochure, video, and a link to the webpage are not required, but welcome additions to the application. Any information shared here should be specific to the product being submitted for consideration, as opposed to general company information.

*** Upload High Resolution Product Photo:**

No file chosen

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

*** Upload Company Logo (high resolution .eps or .jpeg):**

No file chosen

*** If selected, your product will be included in an official Show press release announcing the 2023 recipients. Please provide a 50 word description of your product that may be used for this announcement. Note: This should be informative in nature rather than a sales pitch.:**

Format - **B** *I* U **S** x_2 x^2 I_x | \int \sum \equiv \equiv \equiv \equiv | \leftarrow \rightarrow Q b a I

Words: 0/50

The product photo, company logo, and product description (50 words max) will be used in promotions if your product is selected as an awardee. Submit the highest resolution graphics at your disposal to ensure quality on both print and online promotions. Please avoid using “marketing speak” in the description and focus more on the product detail.