Before You Begin:

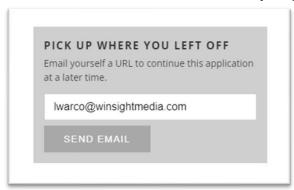
- Review the program <u>Rules & Regulations</u> for an overview of what to expect if your product is selected.
- The application will ask for the contact information of one-three operators who have experience with the product. Please notify these individuals that they may be contacted by Show Management for a reference.
- The instructions below relate only to the first phase of the application process. Please note that the judges may elect to sample your product, in which case samples will be required to ship in February 2024. You will be contacted with addresses and additional instructions at that time.

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 and additional instructions for sampling if the
 judges would like to proceed.
- 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.



O 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.



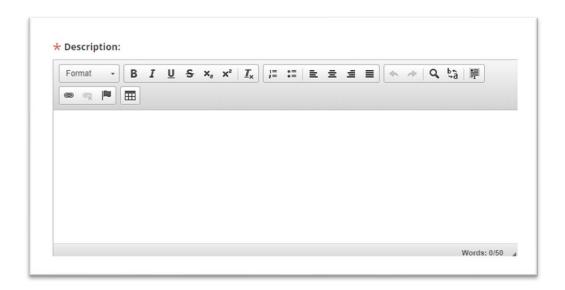
Pick Up Where You Left Off: Enter an email address to receive a link to the pending application to finish it later.



o Note: The link will only include progress submitted through the previous step.

Application Questions:

The name of the product and title of the application.



This space is allotted for a high-level description of the product. At this stage, keep it technical and functional. Avoid marketing speak and focus on the ingredients, structure, and other attributes that make up the product. There will be an opportunity to dive deeper into the benefits of the product and its distinction from competitors in the questions below.

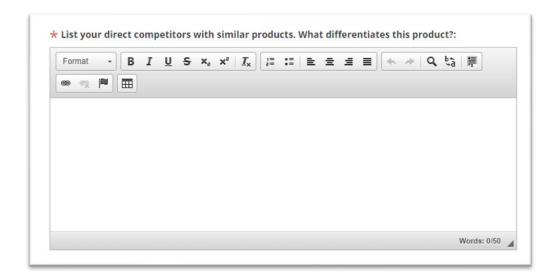


The product submitted for consideration must contain food or beverage, but can also be submitted due to their unique packaging. Examples include squeezable pouches, edible cutlery, unique containers, etc. If the product does not include food or beverage (Ex: take away containers) it is not applicable.

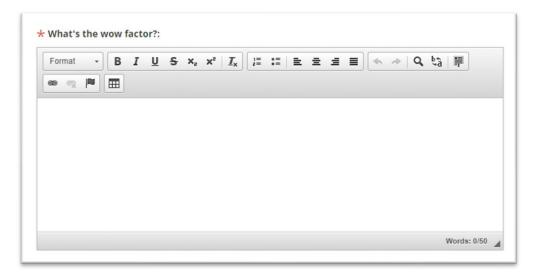




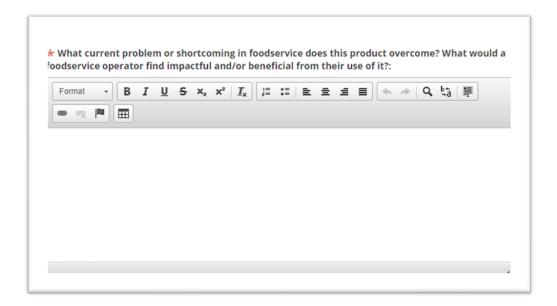
The product must be introduced for sale within the 24 months previous to the 2024 Show, and be available for orders to be taken at the Show.



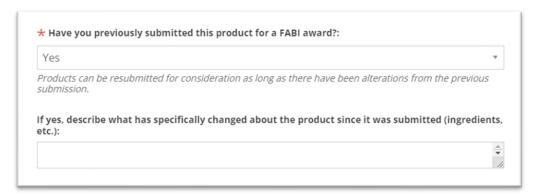
List the similar products available for sale. Be as specific as possible about one or two properties of your product that differentiate from existing competition.



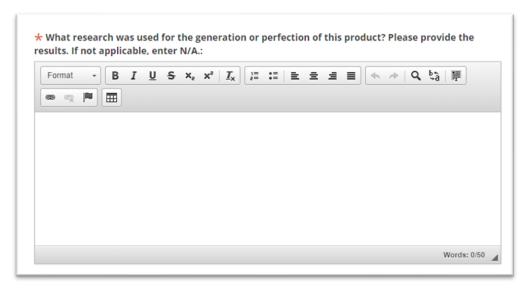
What's the most distinguishing trait of this product? Is it breaking new ground in sustainability, integrating new ingredients, or can all the ingredients easily be traced to the source? Has it already received other awards or accolades? Outside of delicious flavor, what's the claim to fame?



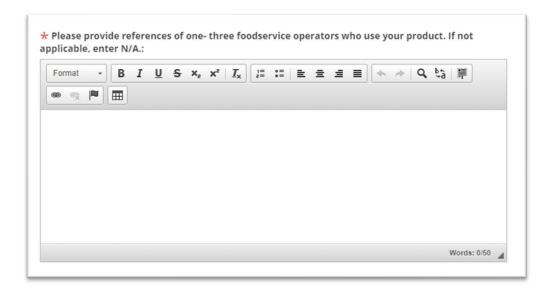
List two or three features of the product that are most beneficial to operators in terms of cost, ease of use, sustainability, versatility, convenience, etc.



Products may be resubmitted for consideration if the recipe or packaging has changed since the original application was submitted. If this is a resubmission, please be as specific as possible about what's new and different. This could include ingredients, package construction, taste parity, nutritional makeup, etc.



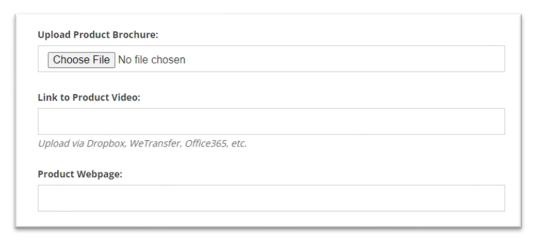
If any taste tests or surveys have been conducted specifically for this product, enter the results. This includes research related to taste parity, testing at food labs, etc. Please include information with specific statistics. This information is confidential and will not be shared or discussed outside the expert panel of judges. If you would prefer to share with a time sensitive link, please set it for expiration on 2/29/2024 copy and paste it into this box.



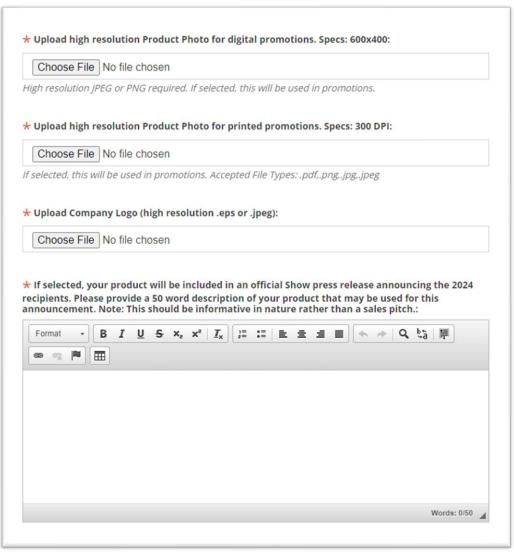
These references may be contacted by Show Management to address specific questions from the judges, or to speak more generally about their experience with the product. They will only be contacted once, and the information provided to Show Management will not be shared outside of the panel of judges.



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



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.





The product photos, 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.