

Before You Begin:

- Review the program [Rules & Regulations](#) 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.

Add Contact:

COPY CONTACT DATA

- *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

Email yourself a URL to continue this application at a later time.

lwarco@winsightmedia.com

SEND EMAIL

- 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.*

Application Questions:

* Product Name:

The name of the product and title of the application.




*** Description:**


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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.

★ Will the expert panel of judges be evaluating the product or the product's packaging? :

Select an Option

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.

★ When was the product introduced to the U.S. Foodservice market and how widely is it distributed?:

Products must be new from within 24 months of the 2023 Show to qualify.

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

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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?:

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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?

★ What current problem or shortcoming in foodservice does this product overcome? What would a foodservice operator find impactful and/or beneficial from their use of it?:

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.

★ Have you previously submitted this product for a FBI award?:

Yes

Products can be resubmitted for consideration as long as there have been alterations from the previous submission.

If yes, describe what has specifically changed about the product since it was submitted (ingredients, 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.





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

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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.





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

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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.

* 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:

Choose File

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 for digital promotions. Specs: 600x400:

No file chosen

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

★ Upload high resolution Product Photo for printed promotions. Specs: 300 DPI:

No file chosen

If selected, this will be used in promotions. Accepted File Types: .pdf,.png,.jpg,.jpeg

★ 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 2024 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.:

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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.