

BEST NEW PRODUCT AWARDS 2018 RULES, GUIDELINES & APPLICATION

APPLICATION DEADLINE: 5:00PM on Wednesday, February 14, 2018

One Virginia winner will be chosen for each of the following three categories:
BEST NEW FOOD, BEST NEW BEVERAGE, BEST NEW PRODUCT OVERALL

Thank you for your interest in the Virginia Food & Beverage Expo Best New Product Awards 2018! The Virginia Department of Agriculture and Consumer Services (VDACS) is excited to extend this opportunity to you as we all prepare for one of the premier trade events for Virginia's specialty food and beverage industry. Entry into this competition is sure to provide you with extra attention and exposure, both in the marketplace and in the media. Recent winners all appear on the Virginia's Finest® website, under Award Winners. Best of luck to all 2018 participants!

PARTICIPANT ELIGIBILITY

- Only Virginia Food & Beverage 2018 Exhibitors are eligible to participate.
- Entries must be Virginia products manufactured and sold between January 1, 2017 and March 2018. All entries must meet the requirements of applicable regulating agencies.
- Entries must be totally new products in the marketplace, not just a change in packaging or container size; only one entry is permitted per exhibitor.

JUDGING

- Members of the media and industry professionals serve as judges to select the 2018 winners.
- Judging takes place Tuesday, March 20, the day before Virginia Food & Beverage Expo 2018.
- Company representatives are not present for judging; show producers will contact each applicant in early March with instructions about delivering product for judging.
- Products are judged on originality, taste/aroma, creative packaging and visual appeal.
- Competition coordinators will count the ballots to determine the winners; decisions of the judges will be final. All winners will be announced during the Expo on March 21, 2018.
- One winner will be chosen in each of the three categories:
BEST NEW FOOD, BEST NEW BEVERAGE and BEST NEW PRODUCT OVERALL
- Submissions will not be returned. Extra product samples will be donated after judging.
- All winners will receive a trophy. The **BEST NEW PRODUCT OVERALL** winner will also receive free booth space at the next Virginia Food & Beverage Expo. The **BEST NEW FOOD** and **BEST NEW BEVERAGE** winners will each receive \$100 off booth rental at the next Expo. VDACS will publicize and announce the winners through news releases and social media channels. Winners' names will appear on the VDACS and Virginia's Finest® websites.

HOW TO PARTICIPATE → Find your 2018 Best New Product Application on the next page.

Remember, your application deadline is **5PM on WEDNESDAY, FEBRUARY 14, 2018**.

For additional information, contact vafinest@vdacs.virginia.gov



THE BEST OF THE BEST

Virginia Food & Beverage Expo

**BEST NEW PRODUCT AWARDS 2018
PARTICIPATION APPLICATION**

APPLICATION DEADLINE: 5:00PM on Wednesday, February 14, 2018

One entry per exhibiting company.

Judging will take place Tuesday, March 20, the day before the Virginia Food & Beverage Expo.

One Virginia winner will be chosen for each of the following three categories:
BEST NEW FOOD, BEST NEW BEVERAGE, BEST NEW PRODUCT OVERALL

APPLICANT’S INFORMATION (Will be used in printed show materials)

Company Name: _____

Food or Beverage Category (select one): _____

New Product Name: _____

Must be introduced to the market between January 1, 2017 - March 2018

Approximate Date Product Entered Marketplace: _____

Brief Product Description (300 words or less): _____

Contact Person: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Phone Number (including area code): _____

Email: _____

Company Website: _____

SEND APPLICATION TO:

Roz Stein, Virginia Department of Agriculture & Consumer Services, PO Box 1163, Richmond, VA 23218

*****PLEASE DO NOT INCLUDE PRODUCT SAMPLES!*****

Please direct questions to: vafinest@vdacs.virginia.gov

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