

## 2024 BEST LARGE COMPANY PRODUCT AWARD

*Kindly sponsored by firmus energy*

### **Entry Form Guidance and Questions**

#### **Category Criteria**

The Large product award is open to any company with a manufacturing base predominantly in Northern Ireland. The award aims to identify the food and drink companies who have taken up the challenge of providing new and commercially viable products in a retail setting. The Judges will consider both product innovation and process innovation or any combination of both.

- Businesses must have been trading for at least 3 years up to 31st January 2024.
- The product must, in the view of the judges, be commercial and have been launched in the marketplace during the period 1st February 2022 – 31st January 2024.
- A maximum of TWO products per company will be permitted.
- Only individual products should be entered and NOT a range of products.
- Each product entered must be submitted on a separate entry form.
- Only ONE seasonal product will be permitted, should you enter more than one product.

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#### **Judging Process**

- Following initial screening by the Judging Panel, shortlisted entries will then go forward to the final stage of judging which takes place on Friday 16th February 2024.
- NB: Short-listed applicants will be invited to send 3 samples of their products (2 for consumption, 1 for visual/packaging) to the judging panel at CAFRE / Loughry College by Wednesday 14th February 2024. Details will be provided after the closing date.

The deadline for completed applications is **Thursday 8th February 2024**.

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#### **Questions**

**Question 1.** Please include the consumer facing description of the specific product to be entered for the award.

**Question 2.** What evidence or research did you use to develop this product? (e.g niche market identification).

**Question 3.** What makes the product commercial in today's market?

**Question 3A.** Please state the product's typical non-promotional selling price to consumers.

**Question 4.** What is the product's key value proposition for consumers?

**Question 5.** How did you support / roll out the communication to consumers of your new product? E.g. activity, campaign, engagement, marketing, promotion, training

**Question 6.** How do you receive consumer feedback?

**Question 6B.** What procedures do you use to maintain consumer satisfaction and quality standards?

**Question 7.** Please state if you are SALSA or BRC accredited? If yes, please state your accreditation number:

**Question 8.** Please indicate % of the raw materials used in this enterprise you obtain from the following sources:

- a. % from own production
- b. % from local producers
- c. % from UK / RoI sources
- d. % from overseas sources

**Question 9.** Have you sought links with other businesses in connection with any of the following?

- (a) Sourcing new materials
- (b) Processing / manufacturing
- (c) Packaging
- (d) Distribution
- (e) Marketing & Promotion
- (f) Finance
- (g) Innovation

If you have any questions, please email [nifda@morrowcommunications.com](mailto:nifda@morrowcommunications.com)