

2024 BEST MICRO COMPANY PRODUCT AWARD

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Entry Form Guidance and Questions

Category Criteria

The Micro 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**.

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