

Healthier Product Innovation Award

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Entry Form Guidance and Questions

Category Criteria

The Food Standards Agency Healthier Product Innovation Award is open to any Northern Ireland food manufacturer, which has **reformulated or developed a new prepacked food product with reduced calories, sugars, saturated fat and/or salt.**

Prior to completing this application, please confirm that:

- The food manufacturer is registered/approved within Northern Ireland.
- If submitting the food product under the reformulation category, reductions in calories, saturated fat, sugar and/or salt have been achieved without increasing the levels of the other nutritional components i.e. calories, saturated fat, sugars or salt.
- If submitting the food product under the newly developed food product category, the product is lower in calories, saturated fat, sugars and/or salt when compared to the two similar products. Consideration has also been given to the quantity of the other nutritional components in the product i.e. calories, saturated fat, sugars or salt.
- Nutritional information for the food product submitted for the award must have been calculated using an accepted method as set out in the Food Information to Consumers (EU) Regulation No. 1169/2011.
- The food product submitted for the award has been available on the Northern Ireland market for at least three months. The food product can be either the food manufacturers own brand or a retailer branded product.
Please note- if the product is retailer branded you will need to obtain permission from the retailer to enter.
- The food product is a prepacked product which complies with all relevant food legislation including food labelling legislation as set out in the Food Information to Consumers (EU) Regulation No. 1169/2011.

Applicants should not have any pending prosecutions or formal action with regards to food hygiene or food standards.

Judging Process

The award is open to any food manufacturer registered or approved in Northern Ireland. We will look for innovative approaches to healthier food reformulation or the development of prepacked food product lower in calories, sugars, saturated fat and/or salt.

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

Questions

Question 1. Please provide the name and description of your prepacked food product typically consumed by Northern Ireland consumers. Please also include a short rationale as to why you have chosen this product for the award. (10 marks)

Question 2. Please indicate if the food product being submitted for the award is a reformulated or a newly developed food product. (5 marks)

Question 3. Please indicate if the food product submitted for the award has been reduced in calories, sugars, saturated fat and/or salt, and provide a summary of how the food product was reformulated/developed to reduce calories, sugar, saturated fat and/or salt.

For a reformulated product this summary should include the percentage reduction achieved in calories, sugars, saturated fat and/or salt pre- and post-reformulation.

For a newly developed product this summary should include the percentage reduction achieved in calories, sugars, saturated fat and/or salt when compared to each of the two similar products.

You may also add images of the current nutritional information or label.

(20 marks)

For a reformulated food product, the food business must demonstrate they have achieved a reduction in calories, saturated fat, sugar and/or salt pre- and post-reformulation by providing valid nutritional information.

Please submit the following nutritional information per 100g pre- and post-reformulation for the final ready to eat product.

Energy/Nutrient	Pre-reformulation (Per 100g)	Post-reformulation (Per 100g)
Energy (kJ/kcal)		
Fat		
Saturated fat		
Sugars		
Salt		

For a newly developed food product, the food business must demonstrate the food product they have developed is lower in calories, saturated fat, sugars and/or salt when compared to two similar food products on sale in the Northern Ireland marketplace in the previous six months.

Please provide the name of the manufacturer (if known) and product for the two similar products. Please also provide the energy (kJ and kcal), fat, saturated fat, sugar and salt content per 100g of the product submitted for the award and the two similar food products on sale in the Northern Ireland marketplace in the previous six months.

Energy/Nutrient	Food product submitted for the Healthier Product Innovation Award (Per 100g)	Similar product one (Per 100g)	Similar product two (Per 100g)
Name of the manufacturer	N/A		
Name of the product	N/A		
Energy (kJ and kcal)			
Fat			
Saturated fat			
Sugars			
Salt			

Question 4. Please indicate if the nutritional information submitted for the newly developed product is ‘as sold’ or for the ‘final ready to eat product’. (5 marks)

Question 5. Please provide the method used to calculate the nutritional information for the food product submitted for the award. (5 marks)

Question 6. Please indicate how successful the reformulated product has been? (5 marks)

If you have any questions, please email nifda@morrowcommunications.com