

2022 NOURISH AWARDS and NOURISH KIDS AWARDS ENTRY GUIDE



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2022 NOURISH AWARDS ENTRY GUIDE

Dates

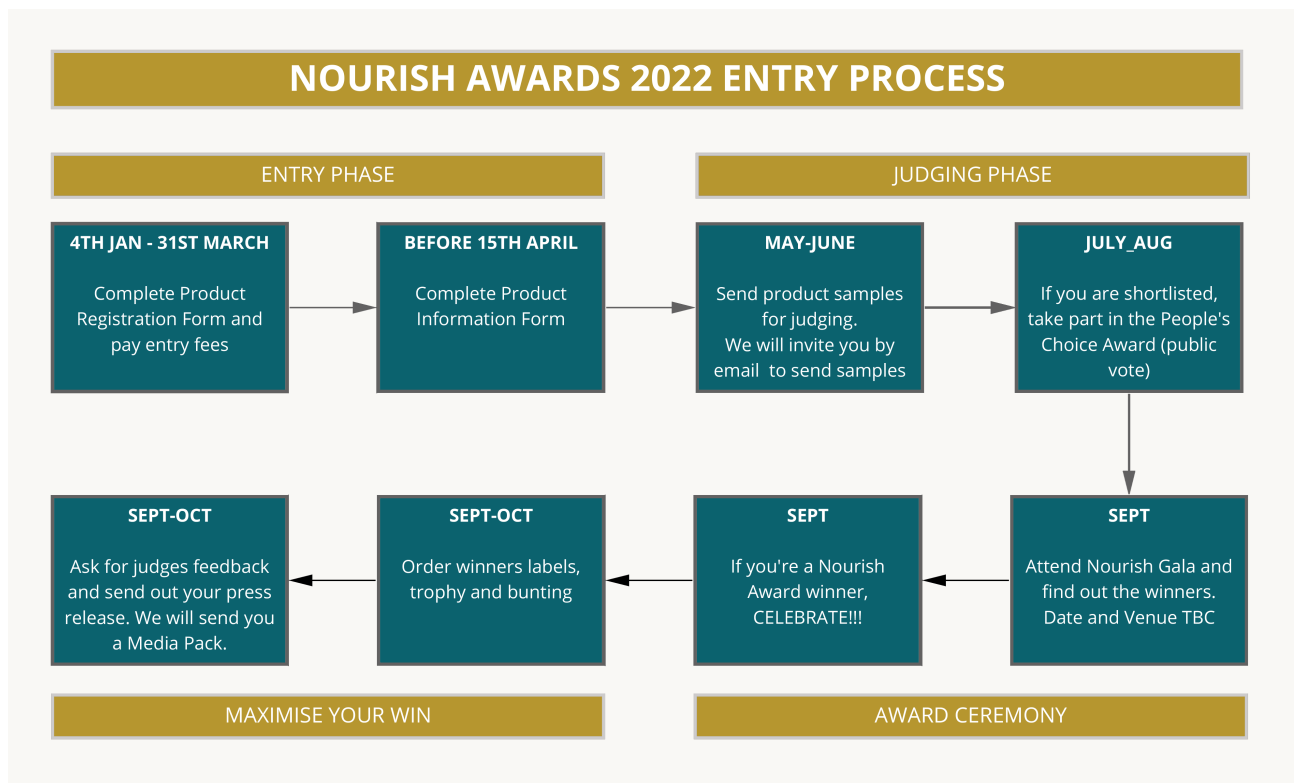
- Entries open: 4 January at 11am
- Registration deadline: 31st March, 2022 however, you will be able to access and complete your product information form until the 15th April.
- May – June: judging days
- Finalists announced: 30 June
- Public Vote: July - August (independent of professional judging)
- Awards presentation ceremony: September 2022 with Naomi Devlin – date TBA
- September: after the awards presentation you will be able to order your bunting, trophy and labels. We will also send you a media pack and press release template.

We are here to help with your entry & answer your questions

- If you have any questions on the entry process, please contact the organisers by email to awards@nourishventures.co.uk or call 01453 755123
- COVID: please note that we might not answer the phone during the lockdowns, so best to email us, including your phone number so we can help as quickly as possible.

ENTRY OVERVIEW

- Please make sure all your personal details are entered accurately, including contact details.
- Entry fees may be paid by debit or credit card and must be paid online at time of registering your products. If your submissions have not been paid for by the 15th April they may not be judged.
- If you wish to pay by BACS instead, please get in touch for an invoice and payment details.
- In 2022, there are 20 categories to choose from and you can enter each product into maximum 3 categories. Our judges will award Bronze, Silver and Gold in each category.
- All products are automatically entered into the Special Awards (Best Organic, Best Ethical and Innovation Award) at no further cost.
- People's Choice Award goes to products that receive the highest number of public vote (this is separate from the professional judging and results are NOT combined).



THE ENTRY PROCESS

STEP 1 – PRODUCT REGISTRATION

Products must be registered for entry before the ****31st March**** using the “PRODUCT REGISTRATION FORM” <https://nourishawards.org/2022-nourish-awards-entry-form/>

1. Register your product in the category of your choice.
2. Add as many products as you like. Each will be added to your cart.
3. Complete the registration with the correct entry fee. Your VAT invoice will be emailed to you automatically.
4. If you wish to pay by BACS please fill out the Product Registration Form in full apart from the card payment details. Press the “Submit” button. Your form will come back with an error message (missing payment info) however, we will be able to pick up your entry at our end and manually mark it as paid, once payment has been processed by BACS.

STEP 2 - PRODUCT INFORMATION

ALL Product information must be submitted by the 15th April using the “PRODUCT INFORMATION FORM” <https://nourishawards.org/product-information-form/>
Unless we receive this information in a timely manner, we will not be able to arrange for judging of the product.

THE JUDGING PROCESS

SENDING YOUR SAMPLES

- We will be in touch via email with the dates when you need to send your samples for judging. Please do NOT send samples BEFORE this date as we may not be able to take delivery or store your product correctly.
- All entrants will receive a delivery window at least a week before (usually longer) before samples are due.
- No samples will be required before May
- Delivery address will be confirmed along with your delivery window and specification on required quantity.
- If your product has a very short shelf life (less than a week) and it is entered into multiple categories you will have to make several deliveries as judging will take place on different days.
- When you enter your product into multiple categories, we aim to judge them on different days, using a different set of judges. This way, your entry will receive the best possible chance of winning and the highest quality of judging along with more feedback.

THE JUDGING PROCESS

- We use a team of 5-7 judges for each category.
- Judging will take place at our Nourish Ventures Group premises in Stroud, Gloucestershire. We are equipped with freezers, refrigerators, plenty of storage and a full kitchen.
- Our catering team will prepare your products according to packaging instructions and serve them fresh to the judges.
- The judges will have access to the relevant section of the product information form including the list of ingredients, allergens and nutritional information
- Our judging panel includes expert nutritionists and nutritional therapists, chefs, free-from and food industry experts and are introduced on our website.
- Judges are asked to disclose any conflict of interest on their judging form.
- We use blind judging for the majority of categories – this means that the judges will not see know the brand and will not see the packaging.
- Special awards are always judged in full packaging, so are supplements.

ROUND 1 (May – June)

- Judges will score each product 1-10 and provide some feedback where possible.
- List of finalists determined after first round based on the scores. Products achieving an average score of 5.5 or over will be on the shortlist. (This may vary +/- 1 point in categories to allow for very large and very small categories).
- The shortlist will be announced on the 30th June.

- Shortlisted entries will receive the “finalist” logo which can be used on social media, website and on product packaging. If the product is declared a “winner” at the award presentation, they can no longer use the “finalist” logo but must use the relevant “winners” logo. If the product does not win anything, you can continue to use the “finalist” logo.

ROUND 2 (May – June)

- Judges will rank the products in order of preference in each category choosing from the list of finalists.
- They will discuss the entries, drawing on their expertise and chose the winners together.
- The winners will be announced in September. (Exact date TBC)
- Winners receive the winners logo and certificate.
- Winners will be able to purchase labels, bunting and trophy following the award presentation

ROUND 3 (July)

- Special Awards – this judging round takes place on a separate occasion.
- The shortlist is created by the judges during the first two rounds.
- Round 3 is judged in full packaging
- You may need to send more product for this judging round

ROUND 4 (July – August)

- Public Vote - this is independent of professional judging and results are NOT combined.
- All shortlisted products can take part in the Public Vote.
- It is up to each finalist to promote the public vote to their own audience and ask them to vote for their product.
- The winners with the highest scores will receive the "People's Choice Award" (announced in September)

ENTRY CRITERIA (PLEASE CHECK KIDS AWARDS CRITERIA ON PAGE 7)

The Nourish Awards has been dubbed as the UK’s toughest health food awards. We are looking for products that provide a healthy or healthier alternative than similar products on the market. We are looking for good nutrition, clean ingredients list, low sugar and salt; no artificial additives, no chemical sweeteners, artificial preservatives and flavourings; processing is kept to the minimum. Free-from: we are looking for products that are naturally free from gluten however, oats are permitted. Dairy is permitted in some categories. Please check for category guidelines. Sugar: we are looking for healthy alternatives in general, therefore we expect products to be low or lower (than alternatives) in sugar, OR free-from refined sugars and contain no chemical sweeteners. Stevia and sugar-alcohols are a popular choice amongst our entrants as well as fruit, honey, maple syrup, coconut sugar or unrefined raw cane sugar. Our judges are also looking for the overall sugar content and “free-sugars” when comparing products.

ELIGIBILITY CRITERIA

- Must be a healthy option or provide a healthier alternative
- Check the individual categories for specific requirements. Most categories require products to be gluten free, dairy free and low or free-from refined sugars.
- Products must be fully developed and in production
- All products entered must be on sale (at retailers or online) and available for purchase by the public in the United Kingdom by the 30th June 2022

TERMS

- Each entry is for a single specific product and flavour, not for product lines and product ranges.
- You may enter as many products as you like
- Products previously entered into the awards can re-enter again
- Entrants are responsible for sending the correct sample to the correct address
- Entrants are responsible to send the required quantity of samples for our judges to try
- No refund will be given to products that do not arrive on time; where incorrect product was sent or there were no sufficient amount of samples provided. These products will not be judged.
- No refund will be given for products that have been discontinued (after 31st March 2022) or samples are not available at the time of judging however, we may provide a discount for 2023 entry at our discretion
- All entry fees must be received by the organisers by the 15th April 2022. Entries not paid for by this date will not be judged.
- Products will be prepared according to the instruction on the retail packaging
- It is the responsibility of entrants to ensure that all samples sent are safe to consume and sent in chilled delivery (where required). The organisers reserve the right to discard any sample deemed to be unsafe to consume on arrival.
- We cannot accept products that require specialist equipment to prepare such as pizza oven, dehydrator, coffee machine, BBQ etc. Permitted equipment are a conventional oven, microwave oven, blender, gas or electric hob and a kettle. Chilled and frozen items are permitted.

USING THE NOURISH AWARDS LOGO

- The winners logo and any other Nourish Awards logo remains the intellectual property of Nourish Ventures Group Ltd.
- Winners might use the logo provided ONLY, and ONLY on the product that won, including flavour. Logos must not be used on full product ranges, multiple flavours or imply in any way (online or otherwise) that a product has won an award.
- The list of winning products will be on our website with a link to their website
- There are no additional fees (such as license fees) on using the winners logo on product packaging, online or on social media.
- Entrants may use the “finalist” logo the same way and continue using that ONLY if the product does not win an award.

- The Nourish logo must not be printed on any merchandise, labels, aprons, trophies, certificates etc. however, winners are able to order products carrying the logo from our website.
- Winners might not make any changes to the logo which includes any changes or alterations to the fonts, colour or any other feature.

FEEDBACK & DISCLOSURE

- Judges feedback will be available from the 25th September upon request. Please email awards@nourishventures.co.uk with your feedback request.
- Please note, that due to the number of entrants we will not be providing feedback unless you ask for it.
- We are not able to provide information on which judge took part in judging what category, nor can we fulfil requests for certain judges assigned to your product
- Information will NOT be available regarding the number of other products, their scores or feedback. We will only provide feedback on your own product.
- All winners will receive a Media Pack and Press Release template following the award presentation to help with sending out press releases.

By entering the Nourish Awards you accept the above rules.

2022 Nourish Awards Categories

GF- no gluten containing ingredients DF – no dairy containing ingredients, RSF – refined sugar free or LS – low sugar or lower than alternatives

1. Tea, Coffee & Hot Drinks (GF, RSF)
2. Health Drinks & Shots (GF, DF, RSF)
3. Soft Drinks (GF, RSF or LS)
4. Snacks & Food to go (GF, RSF or LS)
5. Sports nutrition (GF, RSF or LS)
6. Baked goods & baking mixes (GF, oats permitted, RSF or LS)
7. Breakfast foods & drinks (GF, oats permitted, RSF or LS)
8. Soups(GF, oats permitted, RSF or LS)
9. Convenience & ready meals (GF, oats permitted, RSF or LS)
10. High Protein & Collagen (GF, RFS or LS)
11. Nutritional Supplements & Vitamins (GF, DF, RSF)
12. Free-from all 14 allergens (GF, DF, RSF or LS)
13. Meal kits & Recipe boxes (GF, LS)
14. Chocolate, confectionery & Desserts (GF, RSF or LS)
15. Raw, Sprouted & Superfoods (GF, DF, RSF or LS)
16. Gut Friendly, Fermented & FODMAP friendly (GF)
17. Cupboard essentials (GF, RFS or LS)
18. Lower or Low Sugar & sugar free (GF, DF)
19. Purely Plants (vegan) (DF, RSF or LS)
20. Low Carb & Keto (LS)



NOURISH KIDS AWARDS

- You can enter into the Nourish Kids Awards using the same PRODUCT REGISTRATION FORM but you do NOT need to enter the main awards if you don't wish to.
- There are 6 categories to choose from
- There are no specific requirements to enter the Kids Awards other than to provide a healthy option or alternative with lower sugar, salt and processing.
- The timeline, entry process, judging and terms are identical to the main Nourish Awards.
- Winners will receive the Nourish Kids Awards logo and certificate and will be able to order Kids Awards labels. The Nourish trophy and bunting is identical to those in the main Nourish Awards.

Entry Criteria – Nourish Children Awards

We are looking for healthier alternatives for children. Products don't necessarily need to be marketed for children, but the aim is to help parents find healthier alternatives. ALL finalists will receive the Nourish Children awards logo to place on their product.

Some examples:

- Suitable & easy enough for children to make (with parental help)
- Suitable for lunchboxes
- Suitable for school bakes & fairs (eg. nut free)
- Suitable for sharing & kids parties
- Good source of vitamins & minerals
- Good source of healthy fats & protein
- Contain hidden veg
- Contain good bacteria
- Low sugar & low salt (or significantly lower than alternatives)
- Natural ingredients
- No artificial sweeteners, colours & flavours

2022 Children Awards Categories

1. Baby & Toddler Food
2. Meals & Sacks
3. Drinks
4. Cupboard essentials
5. Kits & Creative
6. Free-from

By entering the Nourish KIDS Awards you accept the above rules.