

Grampian Food Forum Innovation Awards 2007

COMPANY NAME			
PRODUCT NAME/S (list all 3 if submitting a range)			
ADDRESS AND POSTCODE			
TELEPHONE NUMBER			
NAME OF CONTACT			
POSITION IN COMPANY			
EMAIL ADDRESS			
SIGNATURE		DATE	

Application for Category 4 – Rowett Research Institute Award for a healthy eating food or drink product developed or launched in 2006. Products can be branded or own label.

One winner will receive a specially engraved trophy and a cash prize of £1,000.

Sponsored by the Rowett Research Institute. Supported in part by Aberdeen City Council.

Please note the following points:

- Qualifying location – the head office of the business must be located within the Grampian area.
- A maximum of three individual products can be entered per company into this category. If submitting products in a range, please submit one marketing plan for the range. Up to 3 products from a range can be submitted under one application.
- Products entered into this category are excluded from entering category 5.
- In order for a slide presentation to be shown at the awards dinner, each product entered must be accompanied by a good quality, full colour 35mm slide or digital photo featuring your product.
- Use this form to submit typed product information (paper copy) with a maximum of 1000 words, excluding headings (this master contains 1032 words). **THIS MUST BE STRICTLY ADHERED TO.**
- If you require assistance with the application form, please do not hesitate to contact Dr Alan Rowe, Chief Executive on 01224 716226 or a-rowe@rowett.co.uk
- Representatives of the Rowett Research Institute will judge this category.

Judging marks

- Taste 30 points
- Unique selling points on health 30 points
- Packaging/Presentation 15 points
- Marketing plan 25 points

Closing date for entries – Wednesday 7th February 2007

All information received will be treated in strict confidence and used solely for the purpose of determining the merit of the entry.

Please send all entries to Elizabeth Mathie, Economic Development, Aberdeenshire Council, Woodhill House, Westburn Road, Aberdeen, AB16 5GB. Forms will not be accepted after the 7th February 2007.

Judging criteria

Definition - A healthy eating product which by its composition can confer potential benefits if consumed reasonably. At minimum it should be low fat and low sugar and low in other possible detrimental ingredients (e.g. salt). Ideally it will confirm a positive health message through increased positive care via ingredients e.g. β -Glucan, Omega3 known to contribute to health.

Nutritional information – The nutrient values must be expressed per 100g as sold and as per average portion served for consumption. If the product contains ingredients not listed in McCance and Widdowson's "The Composition of Foods" (5th edition), then a nutritional analysis would need to be completed by a reputable analytical laboratory.

- **Energy** - Total energy supplied by product is measured in kcal/kJ.
- **Protein** - Protein supplied by the product is measured in grams.

- **Carbohydrate and sugars** - Total carbohydrate and sugars supplied by the product are measured in grams. N.B. sugars should supply no more than 10% of the total food energy in the product.
 - To calculate percentage energy from sugar in the product – multiply grams of sugar (in 100g of the product) by 3.75. This will give you the energy (kcal) from sugar. Divide this number by the total energy (in 100g of the product), then multiply by 100 to give the percentage energy from sugar.

- **Fat and saturated fat** – Total fat supplied by the product is measured in grams. N.B. total fat should supply 35% or less of the total food energy in the product. Saturated fat should supply no more than 11% of the total food energy in the product. Oil-rich fish based products (i.e. herring, mackerel and sardines) will be exempt from meeting the total fat criteria although they must have an overall perception as a healthy product effected in a summary of fat content by fat type.
 - To calculate percentage energy from fat and saturated fat in the product – multiply grams of fat (in 100g of the product) by 9. This will give you the energy (kcal) from fat. Divide this number by the total energy (in 100g of the product), then multiply by 100 to give the percentage energy from fat and saturated fat.

- **Fibre** – Fibre supplied by the product is measured in grams.
- **Sodium** – Sodium supplied by the product is measured in grams and should contribute to a salt consumption below the current recommended daily intake.

Background Information

In brief, what are the key issues in the business environment for your company

Please complete your information below each text box

Product Information

Give a description of the product and provide evidence of why you think the product warrants the Healthy Eating Food of Drink Award.

Indicate the positive eating/healthy benefits of consuming the product

Detail the full ingredient declaration in descending order of quantity. (See note 1)

Nutrient	Per 100g as sold	Per average portion served for consumption
Energy	kcal	kcal
Energy	kJ	kJ
Protein	g	g
Carbohydrates	g	g
Of which sugars	g	g
Fat	g	g
Of which saturates	g	g
Fibre	g	g
Sodium	g	g

The Marketing Plan

Describe the opportunities that led to the development of the product, stating the target consumer group.

What were the objectives when developing the product? What were you trying to achieve?

What makes the product unique? What gives it a competitive advantage?

How do you communicate the health benefits on your packaging?

What promotional support is in place for the product?

Outline the marketing campaign for the product

Give details of the anticipated performance for the product and what controls are in place to monitor performance

Storage and cooking Instructions – please ensure the contents remain on a separate page from the marketing plan above. These instructions will be used when the product is prepared for the final judging.

Company name	
Product name	
Category 4	

Storage Instructions

Any handling requirements

Cooking instructions