

**What We Look For**

The judges will be looking for outstanding innovation and development in the food to go market and will also be considering taste, eye appeal and commercial viability.

Entries must have been launched into a retail or foodservice environment within the award qualifying period - 1st March 2023 to 29th February 2024.

All entries will be treated in strict confidence and only seen by the judging panel.

**How to Enter**

Entrants should provide a written submission, no more than two sides of A4 and **MUST** clearly state the market the product is aimed at (e.g. retail supermarket, foodservice) the selling price, why it is innovative and its value to the food to go industry. Supporting material (product literature etc) may also be submitted with entries.

**Please note this this award does not include sandwiches, baguettes, wraps, paninin’s etc (those products may be entered in the new sandwich award).**

Those shortlisted for the first stage of judging will be notified **W/C: 19/02**and sample products will be required for **Tuesday, 12/03**. Further details of where products are to be sent will be confirmed at the time. The final shortlisted entries will be notified **W/C: 18/03** and will be invited to present to the judging panel (via Teams) on **Tuesday, 26/03.**

**Closing date for Entries: 7th February 2024**

**Contact Name:**

**Position:**

**Business Name:**

**Address:**

**Postcode:**

**Business Tel:**

**Mobile:**

**Contact E-Mail:**

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| Please provide your written submission here  Continue as necessary to a maximum of two sheets of A4 Other supporting material may be sent separately |
| Product Name:  Launch Date:  Price: |