



BEST NEW PRODUCT COMPETITION APPLICATION FOR PARTICIPATION

APPLICATION DEADLINE: Must be postmarked by 5:00 PM on Tuesday, March 1, 2016

Company Name: _____

Contact Person: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone #: _____

E-mail: _____ Website: _____

Name of Product: _____

Approximate Date You Entered Product into the Marketplace: _____

(Must be entered into the marketplace between January 1, 2015 and March 1, 2016)

Flavor (enter only one) _____

Check one: Entering in the Food Category Beverage Category

Description of the Product: _____

Comments: _____

DO NOT submit the product with this application. Do include additional information about the product and the company information that could be used in the press release if your product is one of the winners.

Send application to: Hazel Marshall
Virginia Department of Agriculture & Consumer Services
P.O. Box 1163
Richmond, VA 23218

APPLICATION DEADLINE: Must be postmarked by 5:00 PM on Tuesday, March 1, 2016



BEST NEW PRODUCT COMPETITION

APPLICATION DEADLINE: Must be postmarked by 5:00 PM on Tuesday, March 1, 2016

One Virginia winner will be chosen for each of the following three categories
BEST NEW FOOD, BEST NEW BEVERAGE and BEST NEW PRODUCT OVERALL

Members of the media and industry professionals will serve as judges to select the winners of the 2016 Competition.

New for 2016:

Judging will take place Tuesday, March 22, 2016, the day before the Virginia Food & Beverage Expo.

Company representatives will not be present for the judging portion of the competition.

Best New Product Competition Guidelines

1. Only exhibitors at the 2016 Virginia Food & Beverage Expo are eligible to participate
2. Entries must be Virginia products manufactured and sold between **January 1, 2015 and March 1, 2016**. These must be totally new products in the marketplace, not just a change in packaging or container size.
3. One winner will be chosen in each of the three categories: Best New Food, Best New Beverage, and Best New Product overall. Each exhibiting company may enter only ONE product (no more than one flavor or version of a new product line) - either food or beverage - in the competition. Products will be judged on originality, taste/ aroma, creative packaging, visual appeal, and presentation.
4. Applications to participate in the Best New Product Competition must be postmarked by Tuesday, March 1, 2016. Send to Hazel Marshall, Virginia Department of Agriculture and Consumer Services, P.O. Box 1163, Richmond, VA 23218. **DO NOT** send the actual product at this time.
5. Show producers will notify each applicant in early March 2016 to provide a delivery need-by-date for the new product for judging.
6. Judging will take place Tuesday, March 22, 2016, the day before the Virginia Food & Beverage Expo. Company representatives will not be present for the judging portion of the competition.
7. Competition coordinators will count the ballots to determine the winners; the decision of the judges will be final. All winners of the Best New Product Competition will be announced during the Expo on March 23, 2016.
8. Each of the three winners will receive a trophy. The Best New Product Overall winner will also receive free booth space at the next Virginia Food and Beverage Expo. The Best Food and Best Beverage winners will each receive \$100 off booth rental at the next Expo. VDACS will issue a news release announcing the winners to media state-wide and to appropriate national publications.

For additional competition information, contact

Olivia Wilson

olivia.wilson@vdacs.virginia.gov

APPLICATION DEADLINE: Must be postmarked by 5:00 PM on Tuesday, March 1, 2016