

# 2021 NOURISH AWARDS ENTRY GUIDE



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## 2021 NOURISH AWARDS ENTRY GUIDE

### Dates

- Entries open: 29 January at 7.40am
- Entry deadline: 29 April however, you will be able to access and amend your entry until 10th May.
- **Please note the entry deadline, this date is final and there will be no extensions provided. The system will automatically prevent entry submission and amends after the deadline.**
- Finalists announced: 30 June
- Public Vote: July - August (independent of professional judging)
- Awards presentation ceremony: 24 September (live online event) with Naomi Devlin

### 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 [diana@nourishawards.org](mailto:diana@nourishawards.org) or call 01453 763278
- **COVID:** please note that we might not answer the phone during the lockdown, so best to email us, including your phone number so we can help as quickly as possible.

### Payment & How it works

- 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 at close of entry they may not be included for judging.
- If you wish to pay by BACS instead, please get in touch for an invoice and payment details.
- In 2021, there are 20 categories and 6 children award categories. You can enter each product into maximum 3 categories. Our judges usually award 'Merit' (3rd place), 'Commended' (2nd place) and 'Winner' (Category winner) in each category. This might be several Merit & Commended and one best in category winner but sometimes we have joint winners or one award might not be given at all in a category.
- All products are automatically entered into the Special Awards (Best Organic, Best Ethical and Innovation Award), you can now also enter the Nourish Children Awards choose from 6 categories.



- 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

Products must be registered for entry before the **\*\*29th April\*\***.

ALL additional product information forms must be submitted by the 10th May. You will NOT be able to access your application after this date.

#### **STEP 1 - REGISTRATION**

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 entry fee. If you wish to pay by BACS please get in touch.

#### **STEP 2 - PRODUCT INFORMATION**

1. Complete all the product information by going through the tabs.
2. You can move in any order you like, save your progress and come back to it later.
3. When you are done hit "save & submit"

#### **STEP 3 - ADDITIONAL CATEGORIES**

1. To enter THE SAME product into additional categories and subcategories you simply duplicate your entry. **YOU MUST COMPLETE ALL PRODUCT INFORMATION FIRST!**
2. To do this, view your list of entries. Tick the box next to the entry you would like to duplicate. Click "copy".
3. Wait for a few seconds until the copy is complete.
4. You will see a copy of your product on the list - click the copy and amend the category (the second category for the same product), delete the words "copy". **YOU ARE DONE!** No need to fill out the forms again.
5. This will place the additional entry in your cart with a 50% discount.
6. Keep duplicating as many products as you like. Each product can enter into 3 categories and 2 categories in the Children Award.
7. When you finished, complete the payment to submit the entries.

**YOU ARE DONE!!**

We will be in touch when and where you need to send your product samples for judging.



## 2021 Nourish Awards Categories

GF- no gluten containing ingredients DF – no dairy containing ingredients  
RSF – refined sugar free OR LS – low sugar (less than 5g / 100g product)

1. Tea, Coffee & Hot Drinks (GF, RSF)
2. Health Drinks & Shots (GF, DF, RSF)
3. Snacks & Food to go (GF, RSF or LS)
4. High Protein & Sports nutrition (GF, RSF or LS)
5. Bread, pizza, sweet & savoury bakes & baking mixes (GF, oats permitted, RSF or LS)
6. Breakfast foods & drinks (GF, oats permitted, RSF or LS)
7. Soups, convenience & ready meals (GF, oats permitted, RSF or LS)
8. Dairy & Dairy Alternatives (GF, RSF or LS)
9. Supplements (GF, DF, RSF)
10. Free-from all 14 allergens (GF, DF, RSF or LS)
11. Made with CBD (GF, DF, RFS or low sugar)
12. Chocolate, confectionery & Desserts (GF, RSF or LS)
13. Raw, Sprouted & Superfoods (GF, DF, RSF or LS)
14. Gut Friendly & Fermented (GF)
15. Cupboard essentials (GF, RFS or LS)
16. Lower or Low Sugar & sugar free (GF, DF)
17. Purely Plants (vegan) (DF, RSF or LS)
18. Low Carb & Keto (LS)
19. Wild Card
20. Pet Food (GF, DF, RFS or LS)

## 2021 Children Awards Categories

1. Baby & Toddler Food
2. Meals
3. Snacks
4. Drinks
5. Cupboard essentials
6. Free-From



## Entry Criteria

The Nourish Awards have 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 ingredient list, low or lower in sugar and salt; free-from refined sugars or contain very small amounts; products that contain no artificial additives, sweeteners, preservatives and flavourings and 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 lifting the blanket restriction on all entries having to be "refined sugar free" and have the alternative as "low sugar" which means around 5g / 100g product if using refined sugar.

## 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 finalist 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



## Entry Terms & Rules

### Judging Rounds

**Round 1** - Judges try a sample of your product with access to the list of ingredients and nutritional information. They will score each product 1-10 and provide any feedback. List of finalists determined after first round. (finalists announced 30<sup>th</sup> June)

**Round 2** - Judges will rank the products in order of preference (top 5) in each category choosing from the list of finalists. Winners will be determined based on a combination of ranking and overall product scores. (winners announced 24<sup>th</sup> September)

**Round 3** - Special Awards - winners will be determined based on a combination of scores and judges feedback (winners announced 24<sup>th</sup> September)

**Round 4** - Public Vote - this is independent of professional judging. The winners with the highest scores will receive the "People's Choice Award" (winners announced 24<sup>th</sup> September)

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.

### Eligibility Criteria

- Products must be naturally gluten free, however oats are permitted. Please note, that this is not a free-from award or allergy award, this restriction is in place because we don't believe that large quantities of refined and processed glutenous grains are good for anyone. If you are in any doubt please get in touch team@nourishawards.org Please ensure you declare ALL ALLERGENS on your PIF (Product Information Form) as some of our judges and Nourish founder Diana are coeliac.
- Dairy is permitted in some categories however, we expect to see it used only where necessary - eg. milk chocolate, cheese, ghee, kefir etc.
- 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 30<sup>th</sup> June 2021
- We reserve the right to move products into another category; split categories or combine them after entries have closed.

### Rules

- 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
- Each product can enter into up to 3 categories and 2 further categories in the Children Awards
- Products previously entered into the awards can re-enter again.
- Entrants are responsible for sending the correct sample to the correct address (TBA)
- Entrants are responsible to send the correct 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 where sufficient amounts of samples are not provided. These products will not be judged.
- All entry fees must be received by the organisers by the 10<sup>th</sup> May 2021.
- 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 Awards 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. A list of winning products will be on our 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 even 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 25<sup>th</sup> September by logging into the awards platform.
- 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
- We are not able to give information on the number of entries in each category and the number of votes for each product.
- All available information will be communicated in our press release after the award presentation ceremony and further information available via the award platform log-in portal



### Winners receive

We believe it's up to winners to make the most of an award however, we can help with a few things.

Winners will receive: winners logo (both PNG and PDF format); PR kit for press release; listing on our website with a link; social media mentions across all our channels. Winners can also order winners certificate (PDF or printed & signed); labels; trophy; bunting with winners logo from our website.

Invitation to the Nourish Awards presentation ceremony – hosted by Naomi Devlin. In 2021 this will be an interactive digital event.

We will introduce all finalists in June and all winners in September on our social media channels. We will also run a winners campaign again the following year.

**By entering the Nourish Awards you accept the above rules**