

Northern Ireland Food & Drink Awards 2005

Award Application

Sponsored by



In association with



Deadline: 12 noon 14th October 2005.

INTRODUCTION

The Northern Ireland Food & Drink Association is pleased to present the 2005 Food & Drink Awards (the Eighth), which are kindly sponsored by our main commercial sponsors, the Bank of Scotland (Ireland), Invest Northern Ireland and the Department of Agriculture and Rural Development.

The N.I.F.D.A. Food & Drink Awards has enjoyed considerable success and year on year growth since its inception. (1997) Support from trade sponsors has been outstanding and the Bi-annual event is now recognised as a major highlight of the food & drink sectors' business and social year.

Our Judging panel is made up of key Industry professionals and consumers drawn from our associate sponsors:

- Ulster Farmers Union
- Livestock and Meat Commission for Northern Ireland
- Northern Ireland Seafood
- Northern Ireland Food and Drink Association staff
- Department of Agriculture and Rural Development
- Invest Northern Ireland
- Ulster Pork and Bacon Forum
- Downtown Radio

The aim of the judging panels is not only to acknowledge those who have shown endeavour but also to strongly encourage other companies to be continually seeking to improve performance and standards of excellence.

The glittering awards ceremony will be staged on Friday 21st October 2005 at Belfast City Hall.

Good Luck!

THE FOUR AWARD CATEGORIES

INVEST NI, SERVICE SECTOR PRODUCT
Application Form A

**BANK OF SCOTLAND (IRELAND)
BEST PRODUCT LARGE COMPANY AWARD**
Application Form B

**BANK OF SCOTLAND (IRELAND)
BEST PRODUCT SMALL COMPANY AWARD**
Application Form C

**DARD AWARD FOR INNOVATION
AND SUPPLY CHAIN EXCELLENCE**
Application Form D

Entry is simple and related to products launched anytime during the last two years.

You may enter more than one category.

All winners will receive press coverage and use of the award logo.



APPLICATION FORM A

INVEST NI – SERVICE SECTOR PRODUCT AWARD

The Award is open to any Northern Ireland Food and Drink Company who have taken up the challenge of providing new and better products to the Service Sector. The Award is targeted at companies who have incorporated commercial solutions to enable them to reach new horizons by innovative applications of product development and service technologies.

WHO SHOULD APPLY:

The Service Sector Product Award is open to any company with a manufacturing base predominately in Northern Ireland. The product or process must, in the main, have been developed in Northern Ireland. Collaboration with Queen's University of Belfast, Loughry Campus, University of Ulster's School of Hotel, Leisure and Tourism or University of Ulster is encouraged.

The Judges will consider both Product Innovation and Process Innovation or any combination of both. The Innovation must have been launched in the marketplace during the period 01.01.04 – 31.08.05. The product must, in the view of the Judges, be commercial. Short-listed applicants will be invited to present samples of their products to the judging panel or present to the judging panel week commencing 17 October 2005.

INVEST NORTHERN IRELAND SERVICE SECTOR AWARD

The Award is open to any Northern Ireland Food and Drink Company who have taken up the challenge of providing new and better products to the Service Sector. The Award is targeted at companies who have incorporated commercial solutions to enable them to reach new horizons by innovative applications of product development and service technologies.

PLEASE COMPLETE IN BLACK INK

Your Name _____

Your Position/Title _____

Company Name _____

Address _____

Postcode _____

Telephone No _____

Please describe the specific product, product range, brand or service to be entered for the Invest Northern Ireland Service Sector Award.

(Continue on a separate page as required)

APPLICATION FORM A (continued)

Please answer the following questions and return with the completed entry form before 12 noon Friday 14 October 2005:

To: The Judging Panel,
NIFDA, Quay Gate House,
15 Scrabo Street,
BELFAST, BT5 4BD.

Judging, including product sampling, will take place w/c 17 October 2005.

Please note all answers should be typed on A4 paper using Times New Roman font size 12.

Applications should not exceed 1,500 words.

Questions:

(1) Is your company:

- An independent company
- Involved in a partnership or alliance to achieve this venture
- A subsidiary of a holding company or larger grouping

(2) What is the main activity or business of your company?

(3) What initially prompted the innovation? (e.g. niche market identification)

(4) Please explain how this innovation process was started?

(5) What action did you take in planning and developing this product or concept?

For example:

- Market Research
- Feasibility study
- Obtained grant aid
- Competitor analysis
- Prepared marketing plan

(6) What actions did you take to implement the new enterprise?

For example

- Market testing
- Implementing a product marketing plan
- Taking steps to meet legislation
- Promotional/Launch package
- Training Staff
- Designing quality procedures

(6) What procedures do you use to maintain customer satisfaction and quality standards?

(8) Please indicate how this is monitored and how, in turn, you ensure the integrity of supplies.

APPLICATION FORM B

BANK OF SCOTLAND (IRELAND) BEST PRODUCT – LARGE COMPANY

WHO SHOULD APPLY?

The Judges will consider both Product Innovation and Process Innovation or any combination of both. The Innovation must have been launched in the marketplace during the period 01.01.04 - 31.08.05.

The product must, in the view of the Judges, be commercial. Short-listed applicants will be invited to present samples of their products to the judging panel or present to the judging panel week commencing 17 October 2005.

Large company prize is for companies with 50 or more employees.

PLEASE COMPLETE IN BLACK INK

Your Name _____

Your Position/Title _____

Company Name _____

Address _____

Postcode _____

Telephone No _____

Please describe the specific product, product range, brand or service to be entered for the Bank of Scotland (Ireland) Best Product – Large Company:

(Continue on a separate page as required)

APPLICATION FORM B (continued)

Please answer the following questions and return with the completed entry form before 12 noon Friday 14 October 2005:

To: The Judging Panel,
NIFDA, Quay Gate House,
15 Scrabo Street,
BELFAST, BT5 4BD.

Judging, including product sampling, will take place w/c 17 October 2005.

Please note all answers should be typed on A4 paper using Times New Roman font size 12.

Applications should not exceed 1,500 words.

Questions:

(1) Is your company:

- An independent company
- Involved in a partnership or alliance to achieve this venture
- A subsidiary of a holding company or larger grouping

(2) What is the main activity or business of your company

(3) Please outline the marketing rationale and plan to support this launch paying special attention to:

- the inspiration behind this product.
- is it new to market or range extension.
- new capital investment needed to take to market
- any research done to support the product concept and packaging
- define that target market – customer and consumer
- pricing strategy
- launch and post launch support package e.g. promotional plan
- Any other marketing activity or investment you feel is relevant.

(4) Please indicate % of the raw materials used in this enterprise you obtain from the following sources:

- % from own production
- % from local producers
- % from UK/Rol sources
- % from overseas sources

(5) Have you sought links with other businesses in connection with any of the following?

- Sourcing raw materials
- Processing/manufacturing
- Packaging
- Distribution
- Marketing & Promotion
- Finance
- Innovation

APPLICATION FORM C

BANK OF SCOTLAND (IRELAND) BEST PRODUCT – SMALL COMPANY

WHO SHOULD APPLY?

The Judges will consider both Product Innovation and Process Innovation or any combination of both. The Innovation must have been launched in the marketplace during the period 01.01.04 – 31.08.05.

The product must, in the view of the Judges, be commercial. Short-listed applicants will be invited to present samples of their products to the judging panel or present to the judging panel week commencing 17 October 2005.

Small Company prize is for companies with less than 50 employees.

PLEASE COMPLETE IN BLACK INK

Your Name _____

Your Position/Title _____

Company Name _____

Address _____

Postcode _____

Telephone No _____

Please describe the specific product, product range, brand or service to be entered for the Bank of Scotland (Ireland) Best Product – Small Company:

(Continue on a separate page as required)

APPLICATION FORM C (continued)

Please answer the following questions and return with the completed entry form before 12 noon Friday 14 October 2005:

To: The Judging Panel,
NIFDA, Quay Gate House,
15 Scrabo Street,
BELFAST, BT5 4BD.

Judging, including product sampling, will take place w/c 17 October 2005.

Please note all answers should be typed on A4 paper using Times New Roman font size 12.

Applications should not exceed 1,500 words.

Questions:

(1) Is your company:

- An independent company
- Involved in a partnership or alliance to achieve this venture
- A subsidiary of a holding company or larger grouping

(2) What is the main activity or business of your company

(3) Please outline the marketing rationale and plan to support this launch paying special attention to:

- the inspiration behind this product.
- is it new to market or range extension.
- new capital investment needed to take to market
- any research done to support the product concept and packaging
- define that target market – customer and consumer
- pricing strategy
- launch and post launch support package e.g. promotional plan
- Any other marketing activity or investment you feel is relevant.

(4) Please indicate % of the raw materials used in this enterprise you obtain from the following sources:

- % from own production
- % from local producers
- % from UK/Rol sources
- % from overseas sources

(5) Have you sought links with other businesses in connection with any of the following?

- Sourcing raw materials
- Processing/manufacturing
- Packaging
- Distribution
- Marketing & Promotion
- Finance
- Innovation

APPLICATION FORM D

DARD AWARD FOR INNOVATION AND SUPPLY CHAIN EXCELLENCE

PLEASE COMPLETE IN BLACK INK

Your Name _____

Your Position/Title _____

Company Name _____

Address _____

Postcode _____

Telephone No _____

Development of new and innovative product(s) that demonstrates participation in, and added value throughout the supply chain.

The award is open to any Northern Ireland agri-food business or group of businesses that can demonstrate the development of an innovative product(s) with clear added value throughout the local supply chain.

The judges will look for innovative approaches to product development and marketing with effective communication and benefits throughout the local supply chain. Applications should be received by 12 noon on Friday 14 October 2005 and should be sent

To: The Judging Panel,
NIFDA, Quay Gate House,
15 Scrabo Street,
BELFAST, BT5 4BD.

(Only product(s) launched on the market since January 2004 will be considered)

Applicants will be asked to answer 7 questions (max 200 word answer for each) to provide evidence to score against the criteria.

Please note all answers should be typed on A4 paper using Times New Roman font size 12.

Answers should be 200 words maximum.

- (1) Describe the product(s) and present background information highlighting sales volume or value, and market outlet(s).
- (2) How did you identify or develop a demand for your product(s)?
- (3) Describe the product development process, highlighting any innovative features.
- (4) Describe the attributes of your product, highlighting any innovative features.
- (5) Describe the role played by other local partners in the supply chain.
- (6) What are the benefits to other local participants in the supply chain, particularly primary producers?
- (7) How are market requirements communicated throughout the supply chain?

PRIZE

The prize is £1000 of DARD technical support from the College of Agriculture, Food and Rural Development.

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Notes:

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Notes:



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Quay Gate House,
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Belfast, BT5 4BD.