



Artisan Local Drink of the Year

Entry Form

Please make sure that you are completing the correct entry form

Closing date for entries: 11th June 2021

PLEASE READ CAREFULLY: To complete this form digitally you **MUST DOWNLOAD** it to your device first. You will receive an email confirming safe receipt of your entry – whether it is submitted by email or post. If you do not receive that confirmation email within seven days of your submission, please call the Awards team on 01933 664437. If you are posting your entry, please also ensure you add the appropriate postage for the size/weight of the envelope.

When saving this form to your computer please ensure the file name does not change.

An artisan drink is defined as being a high-quality, hand-made or low volume distinctive drink made using traditional methods. Please see terms and conditions for further information.

1. Artisan Drink Name and Description:

Drink Name	
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Please describe your drink in no more than 40 words (please note, this description may be used in publicity material, were you to be successful in being shortlisted):

2. Business Contact Details:

Business Name	
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Contact Name	
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Position	
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Business Address (inc. postcode)	
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Telephone Number	
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Mobile Number	
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Phone Number (for public use)	
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Email	
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Website	
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Twitter/FB/Instagram	
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Reg. Company No.	
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3. My artisan drink is:

- | | |
|--|--|
| <ul style="list-style-type: none">Made using raw material grown and supplied from a farm in Northamptonshire | |
| <ul style="list-style-type: none">Made using raw materials produced or grown in Northamptonshire | |
| <ul style="list-style-type: none">Made in a production facility within Northamptonshire | |

4. My Business:

- | | YES | NO |
|---|-----|----|
| <ul style="list-style-type: none">My registered business headquarters are in Northamptonshire | | |

5. Evidence

Please provide evidence that your production facility is in Northamptonshire, as/or your registered business headquarters are in Northamptonshire. You can find guidance about what this evidence might be in the terms and conditions section

6. Why do you consider your drink to be an artisan drink?

Tell us in no more than 250 words why your drink is an artisan drink (i.e. ingredients, skills, manufacturing process)

7. Brief history of the artisan drink

Tell us a bit about the history of the drink (in no more than 250 words)



8. Where do the different elements of production take place?

Do the following elements of production happen in Northamptonshire?	YES	NO
<ul style="list-style-type: none">• Recipe creation		
<ul style="list-style-type: none">• Packaging design		
<ul style="list-style-type: none">• Manufacture (please indicate in the box below if any part of the manufacturing process takes place outside Northamptonshire)		
<ul style="list-style-type: none">• Bottling		
<ul style="list-style-type: none">• Labelling		
<ul style="list-style-type: none">• Other (please specify below)		

If the answer to any of the above (No. 8) is 'NO', please indicate the reason why it does not occur in Northamptonshire; there may be a very good reason why not!

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9. Pricing

Please explain why your entry represents good value for money. Please give details of the cost as sold to the public e.g. per bottle/litre/unit etc.

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10. Local suppliers

Please give a list of your local suppliers who supply you with any of your ingredients, where appropriate; a local supplier is one which is based within Northamptonshire or within 30 miles of your production facility in Northamptonshire. If you do not use local suppliers or locally made ingredients, please say why not (there might be a very good reason!)

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11. Local retailers

Please give a list of places that currently sell your drink (both in Northamptonshire and beyond)

12. Allergen information

Please detail your level of food allergy awareness, explain the methods you have in place and the records you keep to identify the allergens in your drink, and in addition to providing a copy of the label for the drink, please therefore submit any supporting information which you use to make your customers aware of potential allergen hazards.



13. Sustainability

Our headline sponsor Weetabix has developed a 'Change For Better' framework, based on the four key areas listed in the boxes below. You can read the full report here: <https://www.weetabix.co.uk/sustainability/>

Please provide examples, and evidence where appropriate, of your current initiatives across any (or all) of the following areas, or indicate plans you have in place. (If any of the areas does not apply to you/your business, please insert N/A)

(The Awards team may source further information as appropriate)

a. Sustainable ingredients

b. Reducing packaging waste

c. Efficient operations

d. Health and Wellbeing

e. Any other examples of sustainability not covered by the areas above



14. Supporting Information

Please write your supporting information below. (It is not limited to the area you can see). Alternatively, you may provide **up to ten sides of A4** containing other information in support of your entry. If you wish us to refer to your internet site, please provide **printed** copies of up to five key pages (but this comes out of your allocation of ten additional pages). However, we cannot return any material.



15. Mandatory supplementary evidence

Have you submitted all mandatory supporting evidence (listed below)	YES	NO
<ul style="list-style-type: none">Evidence that the business meets the entry qualification (see t&cs) e.g. headed paper showing registered address, invoice details from local suppliers)		
<ul style="list-style-type: none">Commentary of no more than 250 words as to why your drink is an artisan drink		
<ul style="list-style-type: none">A brief history of the drink		
<ul style="list-style-type: none">Details of the unit cost (usual selling price) of the item		
<ul style="list-style-type: none">A copy of the drink's label (this can be supplied as artwork but must be the version as seen by the customer)		
<ul style="list-style-type: none">Examples of promotional material (see limit on the amount)		
<ul style="list-style-type: none">A list of local suppliers (a local supplier is a supplier which is based within Northamptonshire or which is based within 30miles of the production facility)		
<ul style="list-style-type: none">A list of places that currently sell the drink		

If you have answered no to any of these questions your entry will be invalid.

Data Protection

By entering the Awards, you agree for us to store your details on our database and for us to contact you regarding all matters relating to the Awards. The database is accessed only by the Awards team and will not be shared with third parties, unless stated. If we are working with a partner whose work we believe may be of interest to you, we might share their information with you. If you would prefer not to be sent additional information by email, please let us know. You can removed from the Awards database at any time – please just email: kathryn@themallowscompany.com with UNSUBSCRIBE in the subject box and your name and contact details in the email.



Declarations	YES	NO
The details provided on this form and all supporting evidence are correct to the best of my knowledge and are submitted in accordance with the published Weetabix Northamptonshire Food and Drink Awards 2021/22 rules.		
I agree to the details of my entry being passed to the category sponsors, to Trading Standards and my local Council's Environmental Health Department.		
I authorise that my details may be subject to checks with Trading Standards and my local Council's Environmental Health Department to disclose to the organisers and judges of Northamptonshire Food and Drink Awards any relevant significant history, complaints, or breaches of relevant Regulations or law.		
This drink is available to purchase at the time of the category closing date of 11 th June 2021 and is reasonably expected to remain on sale until after 1 January 2022.		
I agree to provide samples free of charge for the shortlisting and, if shortlisted, the final judging. These samples will be "as supplied to the public" / "as sold" and will not be modified or enhanced in any way.		
If shortlisted, I agree to provide up to 200 further tasting samples of the drink free of charge for a public tasting event. (If you feel you cannot do this but would still like to enter, please discuss it with Kathryn prior to, or at the time of, submission of entry)		
I agree to participate in awards-related publicity		
If successful in securing 'Gold', I agree to my drink being entered into the Great Taste Awards 2022 (entry fee will be paid by Weetabix Northamptonshire Food and Drink Awards) but for which I will provide samples for judging (see details below)		
Neither I nor anyone connected with my company has attempted to or will attempt to influence the organisers, judges, or promoter, or in any way bring the Awards into disrepute.		
I confirm that this entry complies with the letter and the spirit of the rules of the competition.		
I'm happy to receive emails relating to Food and Drink in Northamptonshire, including the Weetabix Northamptonshire Food and Drink Awards.		
By entering, I am 'opting-in' to the Awards contacts database		
Please send me emails about my entry into this competition only		



By typing/signing your name below, you are certifying that all the details submitted are correct to the best of your knowledge.

Signed _____

Date _____

Entries can be submitted by hand, post or completed digitally and emailed by using the SUBMIT button or saving and attaching (Please DO NOT change the filename)

All supporting information and postal entries should be returned to:

The Mallows Company, Arch Villa, 23 High Street, Bozeat, Northamptonshire, NN29 7NF

Tel: 01933 664437

Email entries to: kathryn@themallowscompany.com



Artisan Local Drink of the Year

Entry

Entries will be verified by the organisers to ensure compliance with the Terms and Conditions, and with the spirit of the Awards. Organisers will use their best efforts to assist all entrants to comply with the Terms and Conditions but cannot be held responsible if for any reason an entry has to be disqualified or rejected. Details of entries will be passed to Trading Standards Department and the relevant local council's Environmental Health Department to disclose to the organisers and judges any relevant significant history, complaints, or breaches of relevant Regulations or law. The organisers will determine what action to take as a result of any such disclosure.

Shortlisting

A panel of local judges will select 6 to 8 finalists. The panel will make its decision based on the entry the following criteria:-

- **Taste, aroma and visual appeal**
- **Traceability and origin** including:-
 - Is it made using local ingredients wherever possible, and is that evidenced?
 - Is the Northamptonshire origin of the drink mentioned/celebrated on the packaging/advertising?
 - Ways in which the producer tackling issues of sustainability
- **Promotion**, including:-
 - Promotion of the drink
 - Appearance and presentation
 - Packaging, including labelling
 - Value for money
- **Compliance** including:-
 - Any advice received from Trading Standards Department and the relevant local Council's Environment Health Department

Each entrant will then be advised whether they have been selected as a finalist.

Expert Panel

Our expert, external, judges will taste and rate the samples. Those scores and the results of the previous judging will be used to determine who should be awarded Gold, Silver or Bronze.

The organisers and judges will use the following guideline marking scheme:-

Taste and aroma	50%
Traceability and origin	30%
Promotion	20%



Key Dates

Closing Date	11 th June 2021
Shortlisting	w/c 28 th June 2021
Final Judging	w/c 5 th July 2021
Awards Celebration	TBC

Great Taste Awards 2022

If you are successful in being awarded 'Gold' in the category, your drink will be entered into the Great Taste Awards 2022. The Awards will pay for the cost of that entry (in 2021 that was £60 or £92 plus VAT, depending on company turnover) but for which you will be asked to supply a small number/amount of samples for judging.

Publicity

Please note, the details of those entries which were not successful in being shortlisted will not be made public; only the details of the finalists (and subsequently those awarded Gold, Silver or Bronze) will be made public via our promotional material and via the Awards website – www.northamptonshirefoodanddrink.co.uk

You can also follow the Awards on Twitter and Instagram at @foodawardsHQ or on Facebook at @foodawards or on LinkedIn at @weetabixnfadawards

COVID-19

Please note, the Awards team considers the integrity of the competition and the safety of all those involved to be of paramount importance and therefore reserves the right to alter the judging process to meet latest government guidance, if required. All entrants will be advised of the changes and may withdraw from the competition without prejudice.