



Please make sure that you are completing the correct entry form.

New Local Drink of the Year

Entry Form

Closing dates for entries – 30th May 2017

Please answer all questions as fully and accurately as possible.

If you need any help to fill in this form – please ask Rachel or Anna on 01933 664437

1. Drink name and description:

Drink Name

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

Contact Name

Position

Business Address

Postcode

Telephone Number

Mobile Number

Email

Website

Twitter

Registered company number

3. My drink is: (please tick all that apply)

- made using raw materials grown and supplied from a farm in Northamptonshire
- made using raw materials produced or grown in Northamptonshire
- made in a production facility within Northamptonshire
- new to the market and was not on public sale prior to 1st January 2016 (see t&cs)

4. My business: (please tick as appropriate)

Yes No

My registered business headquarters are in Northamptonshire.



5. Evidence

Please provide evidence that your production facility is in Northamptonshire, and/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 are you the best in class?

Tell us in no more than 250 words why your drink is the best in class in Northamptonshire and what makes it special.

7. Brief history of the drink

Tell us why you decided to introduce this drink to the market (in no more than 100 words).

8. Pricing

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

9. Local suppliers

Please give a list of your local suppliers who supply you with any of your ingredients, where appropriate; a local supplier is a supplier which is based within Northamptonshire or which is based 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!).



10. Local retailers

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

11. 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 the potential hazards.

12. Supporting Information

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.

13. Mandatory supplementary evidence

	Yes	No
Have you submitted all mandatory supporting evidence (listed below)?		
• Commentary of no more than 250 words as to why your drink is the best in class and what makes it special.		
• A brief summary of why you introduced this drink to the market		
• Details of the unit cost (usual selling price) of the item.		
• A copy of the drink's label; this can be supplied as artwork but must be the version as seen by the customer.		
• Examples of promotional material (see limit on the amount).		
• A list of local suppliers (a local supplier is a supplier which is based within Northamptonshire or which is based within 30 miles of the production facility).		
• A list of places that currently sell the drink		
• Evidence that the business meets the entry qualifications (see t&cs) e.g. headed paper showing registered address, invoice details from local suppliers.		

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

Data Protection

We comply fully with current data protection legislation and only hold your information in relation to the business of Carlsberg UK Northamptonshire Food and Drink Awards and for food and drink related matters. We will share details of you entry with the category sponsors and with Northamptonshire Trading Standards and your local Council's Environmental Health Department. You have the right to request that your information is removed from our records. If you do not wish to receive further emails from us, please let us know, and you will be removed from our mailing list.



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 please call Rachel on 01933 664437 or
 email rachel@themallowscompany.com





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 Northamptonshire Food & Drink Awards 2017/18 rules.		
I agree to the details of my entry being passed to the category sponsors, to Northamptonshire Trading Standards and my local Council's Environmental Health Department.		
I authorise Northamptonshire Trading Standards and my local Council's Environmental Health Department to disclose to the organizers and judges of Northamptonshire Food & Drink Awards any relevant significant history, complaints, or breaches of relevant Regulations or law.		
This drink was not available to purchase prior to 1 st January 2016 and is reasonably expected to remain on sale until after 1 January 2018.		
I agree to provide samples free of charge for the short-listing 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 tasting samples free of charge for a public tasting event. (If you feel that you cannot do this but would still like to enter, please discuss it with Rachel Mallows prior to, or at the time of, submission of this entry.)		
I agree to participate in awards-related publicity.		
If successful in winning the category, I agree to my drink being entered into the Great Taste Awards 2017 (entry fee will be paid by the Carlsberg UK NF&DA) but for which I will provide samples for judging.		
Neither I nor anyone connected with my company has attempted to or will attempt to influence the organizers, judges, or promoters, or in any way bring the Awards into disrepute.		
I confirm that this entry complies with the letter and the spirit of the rules and the competition.		
I'm happy to receive emails relating to Food and Drink in Northamptonshire, including the Northamptonshire Food and Drink Awards		
Please send me emails about my entry into this competition only.		

Signed: _____ **Date:** _____

Entries can be submitted by hand, post, fax, or completed online.

All supporting information and postal entries should be returned to:

The Mallows Company, Arch Villa, 23, High Street, Bozeat, Northamptonshire, NN29 7NF
 Fax: 01933 664556 Tel: 01933 664437. Email entries to: rachel@themallowscompany.com



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New Local Drink of the Year

Entry

Entries will be verified by the organizers to ensure compliance with the Terms and Conditions, and with the spirit of the Awards. Organizers 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 Northamptonshire County Council's Trading Standards Department and the relevant Borough Council's Environmental Health Department to disclose to the organizers and judges any relevant significant history, complaints, or breaches of relevant Regulations or law. The organizers will determine what action to take as a result of any such disclosure.

Shortlisting

A panel of local judges will select 4 to 6 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?
- **Promotion**, including:-
 - promotion of the drink,
 - appearance and presentation,
 - packaging, including labelling,
 - value for money
- **Innovation** including:-
 - uniqueness, special interest, and anything which makes the drink stand out
- **Compliance** including:-
 - Any advice received from Northamptonshire County Council's Trading Standards Department and the relevant Borough Council's Environmental 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 a winner and runner-up (or runners-up). In the event of any tie, the result of the public tastings may also be taken into account.

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

Taste and aroma	50%	Promotion	15%
Traceability and origin	30%	Innovation	5%



Key Dates

Closing Date	30 th May 2017
Shortlisting	Late June (date tbc)
Final judging	Date tbc
Awards Dinner	Date and venue (tbc)

All finalists will receive two free tickets to the Awards Dinner (per company).

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 4-6 finalists (and subsequently those of the winner and runner-up or runners-up) will be made public via our promotional material, social media and via the Awards' website – www.northamptonshirefoodanddrink.co.uk

You can also follow the Awards on twitter at @foodawardsHQ or on facebook at www.facebook.com/foodawards

Great Taste Awards 2018

If you are successful in being named as winner of the category, your drink will be entered into the Great Taste Awards 2018. The Carlsberg UK Northamptonshire Food & Drink Awards will pay for the cost of that entry (currently between £48 and £78 plus VAT, depending on company turnover) but for which you will be asked to supply a small number/amount of samples for judging.