

# 2010 MFPA Industry Excellence Awards

## Best New Product Award NOMINATION



The **Best New Product Award** is given to an MFPA Full Member Company who has successfully launched an innovative, leading-edge or progressive new food or beverage product in 2009.



### Who can be Nominated:

Any MFPA Full Member Company who has successfully launched a new product in the past year. The product should be innovative, leading-edge and/or progressive. This Award has two categories:

**1) Large Business** (sales exceeding \$1 million per year)

*Winner will receive:* \$ 15,000 Worth of Business Diagnostic, Advisory or Business Planning Services from **Meyers Norris Penny LLP**

**2) Small Business** (sales less than \$1 million per year)

*Winner will receive:* \$ 5,000 Worth of Graphic Design Services or Marketing Consulting from **Steve Melnyk Design Studio**, \$ 5,000 Worth of Advisory or Business Planning Services from **Kelwin Management Consulting** and \$ 5,000 Worth of Consulting Services for Product Development from the **Food Development Centre**

### Who Can Nominate:

Any MFPA Full or Associate Member or an employee of an MFPA Member. Self nominations are permitted.

### Judging Criteria:

- Degree of diversification into new product areas
- Use of effective marketing and promotional campaigns to launch the product
- Packaging innovation through the use of creative design or packaging materials
- Improvement of product's nutrition by reducing saturated fats, sugar, salt etc.
- Use of Manitoba-sourced ingredients and agricultural commodities
- Capturing consumer/market trends (eg. new functional food, added convenience, etc.).
- Dollar Sales
- New export markets entered

### Submitting Your Nomination:

1. Complete the Nomination Information in full. Please print or type and ensure the candidate's name is correctly spelled.
2. Complete the Judging Section in full.
3. You may include additional relevant information (up to 10 sheets) for the judges' review. This additional information may include letters, news clippings, pamphlets, testimonials, etc. Please highlight the specific relevant areas for the judges' attention.
4. Please Fax or Mail completed Nomination Form on or before March 31, 2010 to:

MFPA Industry Excellence Awards  
Unit 12-59 Scurfield Blvd.  
Winnipeg, MB R3Y 1V2  
Fax: 204-632-5143

*Note: All nominations will be acknowledged in writing. Nominators may be contacted for additional information. There is no entry fee.*

**DEADLINE for NOMINATIONS is MARCH 31, 2010.**

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# 2010 MFPA Industry Excellence Awards

## Best New Product Award NOMINATION - PLEASE PRINT

### Best New Product Nomination for:

Check One

- Large Business (sales exceeding \$1 million per year)  
 Small Business (sales below \$1 million per year)  
 Not sure



COMPANY \_\_\_\_\_

PRODUCT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/TOWN \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

CONTACT NAME *First* \_\_\_\_\_ *Last* \_\_\_\_\_

POSITION/TITLE \_\_\_\_\_

PHONE *Work* \_\_\_\_\_ *Cell* \_\_\_\_\_

EMAIL \_\_\_\_\_

### Submitted By:

(Please Circle One) Mr. Ms. Dr. Other \_\_\_\_\_

NAME *First* \_\_\_\_\_ *Last* \_\_\_\_\_

COMPANY \_\_\_\_\_

POSITION/TITLE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/TOWN \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

PHONE *Work* \_\_\_\_\_ *Cell* \_\_\_\_\_

EMAIL \_\_\_\_\_

RELATIONSHIP TO NOMINEE \_\_\_\_\_

Nominator's Signature:

Date:

**DEADLINE for NOMINATIONS is MARCH 31, 2010.**

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# 2010 MFPA Industry Excellence Awards

## JUDGING CRITERIA FOR BEST NEW PRODUCT

*If you require more space for any of your answers, please print/ type them on a separate sheet of paper and attach to the form. If any area isn't applicable to your nomination, please leave it blank.*



1) Please describe the nominated product: \_\_\_\_\_

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2) Please describe what marketing/promotional tools were used to launch this product : \_\_\_\_\_

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3) Please describe the product's packaging. Include details and any innovative use of creative design or packaging materials: \_\_\_\_\_

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4) Please describe the improved nutritional benefits of this product (eg. Reduced saturated fats or salt, added nutrients like Omega 3, etc.): \_\_\_\_\_

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5) Please list any Manitoba-sourced ingredients or agricultural commodities used in the creation of the product and/or describe your efforts to find these ingredients/commodities: \_\_\_\_\_

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6) Please describe the consumer/market trends that the product has catered to: \_\_\_\_\_

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7) When was the product launched? \_\_\_\_\_

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## JUDGING CRITERIA FOR BEST NEW PRODUCT

8) How is this product distributed? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



9) Where can this product be purchased? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10) Has the product been exported? (please circle one)      Yes      No      Preparing to

*If your answer is "Yes" or "Preparing to":*

• *What country(s) is/will the product be exported to?* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

• *What new (to your company) export markets has this product opened up for your company?* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

11) Please describe / detail any other relevant information that the judges should consider:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_

*Note: The judging panel will need to see the product in its packaging and have portions prepared for sampling.*

*The Manitoba Food Processors Association will contact you with the details.*