

2020/21

# New Product Competition

INFORMATION PACK



SOUTH AFRICAN  
**food** REVIEW

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# New Product Competition

## Who, what, when and how?

The **Food Review**/Symrise New Product Competition (NPC) celebrates its 26th event in 2020/21! Since inception, the competition's primary goal has been to provide local and international brands, featured on South African shelves, the opportunity to showcase innovative new products. Innovation is at the heart of the competition.

**Why enter?** In 2020, entrants and winners will receive extensive exposure throughout the magazine's various platforms. The grand prize also includes a trip to one of the world's most exciting trade shows where future trends are set. This is a not to be missed opportunity!

The 2019 winner is Woolworth's Mino Chocolate & Caramel Ice Cream Bars.

The winner received coverage in both print and online in **Food Review** - and will be flying to Paris in France to attend SIAL 2020.



### About Anuga

This year's competition not only offers a platform for companies to showcase products launched after 1st January 2019 until May of this year, but also the incentive of a trip to Anuga 2021, which includes return airfare, accommodation and entry into the show for the overall winner. The show is being held in Cologne, Germany from 9 – 13 October and is known as the world's largest trade fair for food and beverages.



### Word from our previous winner:

We value this award tremendously. This was the first time the Woolworths Frozen Department entered a competition like the **Food Review**/Symrise New Product Competition, but it won't be the last.

Our aim at the frozen repositioning is to refresh the

customer's mind with regards to quality and convenience. A key focus is on locking in flavour and freshness. This product speaks volumes with regards to flavour and quality and serves as a stepping stone for what is to come.

We believe this award has given the industry the opportunity to look at frozen products differently, not just the two litre tub of ice cream and bag of mixed vegetables in the freezer, but pure indulgence and convenience at your fingertips. The future of new product development is limitless, exciting and challenging!



**Food Review** presents its readers with accurate and authoritative reports on all aspects of food and beverage manufacture. The editorial platform touches on new ingredients, technology, traceability, products and packs. It also provides objective commentary on trends, processing and packaging technologies aimed at sharpening and optimising manufacturing. With a 46 year history, **Food Review** has established itself as

an authoritative journal for the industry. Its audited circulation means it reaches targeted decision makers across the sector.

**About our sponsors:** Mainline sponsor Symrise, has been involved in the competition for the past 26 years. As one of the top four global flavour and fragrance companies, the company believes in innovation and continuously motivates creativity in new product launches.

If your product has what it takes to be an innovation leader and was launched between 1 January 2019 and May 2021, enter now.

For more information, please contact Maryke Foulds on (011) 877 6111 or [Maryke.Foulds@newmedia.co.za](mailto:Maryke.Foulds@newmedia.co.za)

## NEW PRODUCT COMPETITION 2020/21

### ENTRY FORM

Please complete and return to Maryke Foulds on [Maryke.Foulds@newmedia.co.za](mailto:Maryke.Foulds@newmedia.co.za) by 1 June 2021.  
Entry forms must be signed by the brand owners/managers.

#### Why enter this competition?

1. Receive comprehensive feedback reports from the panel of expert judges
2. Benefit from editorial coverage in **SA Food Review**, its electronic newsletters, the website [www.foodreview.co.za](http://www.foodreview.co.za), as well as all of its social media pages
3. Attendance to the prestigious Awards Function
4. A trip to Anuga 2021 for the overall winner of the competition
5. Accolades that go with being the competition winner
  - To be known as a leader in innovation in the South African food and beverage industry
  - New Product Competition branding on your product's packaging
  - Acknowledgement of merit for the duration of the year

#### COMPANY INFORMATION

Company name: \_\_\_\_\_  
(brand owner/manager submitting the product)

Name of company to appear on invoice: \_\_\_\_\_

Contact person: \_\_\_\_\_

Physical address: \_\_\_\_\_  
\_\_\_\_\_

Postal code: \_\_\_\_\_ VAT Reg No.: \_\_\_\_\_

Postal address: \_\_\_\_\_  
\_\_\_\_\_

Postal code: \_\_\_\_\_ Order No.: \_\_\_\_\_

Telephone no.: \_\_\_\_\_

Cellphone: \_\_\_\_\_

Email address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# Product Information

Products must be available in the market.

Entering:

Individual product

Range of products

\*Please tick a box to state whether you will be entering an individual or a range of products.  
Please use separate PRODUCT INFORMATION sheets for multiple entries.

## Individual Products:

Full name of product: \_\_\_\_\_

Category of product: \_\_\_\_\_  
(i.e. beverage, meat, veg, etc.)

Date launched: \_\_\_\_\_

Recommended retail selling price (RSP): \_\_\_\_\_

## Range of Products:

Full name range: \_\_\_\_\_

Full name of products within range: \_\_\_\_\_

\_\_\_\_\_

Category of product: \_\_\_\_\_  
(i.e. beverage, meat, veg, etc.)

Date launched: \_\_\_\_\_

Recommended retail selling price (RSP): \_\_\_\_\_

### Terms & Conditions

1. The prize does not include: transport to and from the airport; the hotel and show; meals and drinks; medical or baggage insurance; repatriation through any event whatsoever; reimbursement for flight delays, additional hotel accommodation, subsistence requirements under any circumstances, travel agent services, or compensation for any unforeseen event.
2. The prize may be deferred by a year if necessary at the discretion of New Media, due to unforeseen circumstances.
3. The judges decision is final and no correspondence will be entered into.
4. By entering the competition the winner agrees to participate in promotional material as New Media may require.
5. The prize is not transferable or exchangeable for cash.
6. New Media reserves the right to amend these terms and conditions at any time.
7. All entrants must have paid the entry fee before the first round of judging commences.
8. Should a product be disqualified for any reason the entry fee is non-refundable.
9. By entering the competition, you will be deemed to have agreed to abide by the procedures and rules as stated above.

# Competition Procedure & Rules

1. Entry into the competition is charged as follows:

\*a. Individual products - R1 325.00 excl. VAT

b. Range of products - R1 995.00 excl. VAT

2. Companies will be invoiced on submission of entries.

3. Products will ONLY be judged once payment has been received.

4. Payment can be made by EFT or Credit Card.

Please select your preferred payment method:

EFT

New Media, a division of Media24 Pty (Ltd)

Nedbank, Sea Point

Branch code: 106 909

Account number: 106 932 1540

Credit Card (Mastercard & Visa)

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiry date: \_\_\_\_\_

CVC number: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Amount payable: \_\_\_\_\_

\*please send the completed form back to [natalie.dasilva@newmediapub.co.za](mailto:natalie.dasilva@newmediapub.co.za)

Products entered must:

1. Be compliant in terms of the Foodstuffs, Cosmetics and Disinfectants Act, 1972 (Act 54 of 1972)

2. Be submitted by their brand owners/managers

3. Be launched between 1 January 2019 and May 2020

4. Be available in the South African market.

Competition entrants agree:

1. To supply at least five sample products with submission of entries, and additional samples on request. In the event of a range, representative samples will be accepted.

2. To supply suitable full-colour photographs, in electronic format on submission of entry form for the **Food Review** website/magazine (must be 300dpi, JPEG and at least 1MB in size).

3. To supply a press release on the products on submission of entry form.

4. Entrants must supply any specialised equipment for preparation of the product for judging (i.e: coffee machines) failure to do so will result in the judges not being able to judge the product and therefore score a '0' value.

5. Should your products be imported - 'international brand/product', the following criteria apply:

- International products must be available on the shelf in the South African market for purchase and must be easily found

- International products must have a marketing plan/campaign in place that specifically targets the SA/African markets

- This marketing plan/campaign must be made available to the judges with an explanation of how it has come into the SA/African markets

- International products must comply with all SA product regulations (i.e packaging, formulations, etc.)

**Food Review** reserves the right to refuse a product entry should it not conform to the required specifications.

**Food Review** also reserves the right to query any claims made on this entry form.

Once you have entered the competition, you will be sent a form for completion regarding the entered product for the purpose of the judging day, (this form will include listing your suppliers of packaging, labelling, etc) this form must be completed entirely in order for the products to be judged fairly.

**CLOSING DATE FOR ENTRIES IS 1 JUNE 2021.**

Prize

The winner will receive a trip to Anuga 2021, the prize includes all flights, accommodation and entry to the show. (The prize does not include day-to-day expenses such as meals, travel during the trip (buses, trains and entertainment).