



Wednesday, March 28, 2012

BEST NEW PRODUCT COMPETITION

APPLICATION DEADLINE: Thursday, March 1, 2012

Industry professionals will act as judges to select the winners of the Best New Product Competition at the Virginia Food and Beverage Expo on March 28, 2012. Winners will be chosen in three categories: **BEST NEW FOOD**, **BEST NEW BEVERAGE** and **BEST NEW PRODUCT OVERALL**.

Here are the Guidelines for the Best New Product Competition:

1. Only exhibitors at the 2012 Virginia Food and Beverage Expo on Wednesday, March 28, 2012, are eligible to participate in the Best New Product Competition.
2. Entries in the Best New Product Competition must be Virginia products manufactured and sold between January 1, 2011 and March 1, 2012. **These must be totally new products in the marketplace, not just a change in packaging or container size.**
3. One winner will be chosen in each of three categories: Best New Food, Best New Beverage and Best New Product overall. Each exhibiting company may enter only one product (no more than one flavor or version of a new product line) – either food or beverage – in the competition. Products will be judged on originality, taste/aroma, creative packaging, visual appeal and presentation.
4. Applications to participate in the Best New Product Competition must be received by Thursday, March 1, 2012. Send to Olivia Wilson, Virginia Department of Agriculture and Consumer Services, PO Box 1163, Richmond, VA 23218. Do NOT send the actual product.
5. Each of the three winners will receive a trophy. In addition, the best overall product winner will receive free booth space at the next Food and Beverage Expo, and the best food and best beverage winners will each receive \$100 off booth rental at the next Expo. VDACS will issue a news release announcing the winners to media state-wide and to appropriate national publications.
6. The judging will take place at the Expo starting at 7:30 a.m. Judges will visit participants' booths in numerical order. Due to the limited time frame, any entrant who is not at the booth with product ready for evaluation when the judges arrive will be eliminated from the competition.
7. VDACS will tabulate the ballots to determine the winners who will be announced at the 2012 Expo. The decision of the judges will be final.
8. For additional information, contact Olivia Wilson, 804.786.2112 or via e-mail at olivia.wilson@vdacs.virginia.gov.