

FOOD & DRINK INDUSTRY AWARDS 2009



COLLABORATE.
INNOVATE.
STIMULATE.



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

In association with:





“ These Awards are an expression of the industry’s determination to meet and adapt to diverse challenges in food and drink markets ”

It is with great pleasure that I announce the call for entries to the Bord Bia Food and Drink Industry Awards 2009. We invite your participation knowing that, in uncertain and challenging times, these awards will reflect not just individual stories of excellence but the collective determination and dynamism that underpins Ireland’s food and drink industry.

This year, we have structured the awards to reflect exceptional achievement as the goalposts of commercial marketing shift in ever shorter spaces of time. Over seven categories, our aim is to showcase Irish food and drink companies who have demonstrated outstanding business flair and marketing leadership and who, by their persistence and talent, raise the profile and reputation of the entire industry nationally and internationally.

These Awards are an expression of the industry’s determination to meet and adapt to diverse challenges in food and drink markets. The Awards ceremony, on the 5th of November, will provide a timely opportunity to put these in context, to reflect on hard-won accomplishments and industry’s competence in its future growth potential.

I look forward to a competitive judging period and an Awards ceremony that will tell stories of achievements and the strategies that underpin them, deserved winners who will allow us to reflect with pride on the resources and capability of the Irish food and drink industry.

Aidan Cotter
Chief Executive
Bord Bia



Closing date for entries 11th September 2009

Bord Bia Food & Drink Industry Awards 2009 - 2010

A Showcase Of Excellence

Call for entries

- **Environmental Enrichment**
The sustainability award
- **Home Grown**
The home market award
- **Born Global**
The export award
- **Consumer Focus**
The innovation award
- **New Perspectives**
The repositioning award
- **Thinking Big**
The small business award
- **Spotlight**
The excellence in branding award

In association with



Enter online at www.bordbia.ie/awards

Awards will be announced at Food and Drink Industry Day Lunch at the IMI, Sandyford, Dublin on 5 November 2009



THE AWARDS CATEGORIES:

Environmental Enrichment

The sustainability award

Home Grown

The home market award

Born Global

The export award

Consumer Focus

The innovation award

New Perspective

The repositioning award

Thinking Big

The small business award

Spotlight

The excellence in branding award

THE JUDGES

The independent judging panel will consist of:

- Chairman
John Fanning, Chairman of Bord Bia's Brand Forum

Panel of judges:

- **Gordon Campbell**, Managing Director, Spar International
- **Finn Cottle**, Trade Consultant and former Buyer with Sainsbury's and Morrisons
- **Matt Dempsey**, Editor, Irish Farmers' Journal
- **Bartley O'Connor**, Head of Sustainability, Price WaterhouseCoopers
- **Jim Power**, Economist
- **Senator Feargal Quinn**
- **Margot Slattery**, Divisional Director, Sodexo

A SHOWCASE OF EXCELLENCE

The Bord Bia Food and Drink Industry Awards 2009 invites entries from Irish food and drink companies focused on innovation, marketing investment and the future of our economy.

Ireland's largest indigenous industry has been transformed, in the space of a decade, into a leading international resource for innovative food and drink products. As its sophistication, business acumen and marketing skills are continually challenged given market conditions, the role of innovation will be critical to holding market share and planning for future growth.

In seven distinct categories, the Bord Bia Food and Drink Industry Awards 2009 seeks to recognise, promote and applaud the achievements of individual Irish food and drink companies as well as highlight the world class capabilities of an industry whose total output was valued at €18 billion in 2008.

These are awards focused on you: the people who shape this vibrant and diverse industry, who have responded to the host of new market challenges with vision and determination.

WHY ENTER THE AWARDS?

- Award winners will be promoted across all media.
- High level of media exposure to be generated in national and local media and international trade publications.
- Recognition by industry peers.

Enter online at www.bordbia.ie/awards

Environmental Enrichment - *The sustainability award*

Sustainability is a critical value in the evolution of Ireland's food, drink and horticulture industry. The sustainability award recognises Irish companies who show leadership in promoting the principles of sustainability and differentiate their product offering through sound environmental criteria. These are companies who have integrated the economic, social and environmental dimensions of sustainability into their management practices and express these principles in innovative product or service offerings. The award will showcase Irish companies who think outside the box and who motivate and inspire others by their efforts. The judging panel will assess products for their positive impact on the environment in areas such as reduced carbon emissions, REPS, minimised waste, reduced water/energy usage, sourcing of ingredients, packaging materials and increasing the recycling percentage of waste.

Entries are invited for both B2B and B2C applications of food and drink products which enrich our environment.

Entry criteria:

- Show vision and stewardship in environmental and community issues
- Demonstrate a sound basis for claims of sustainability
- Show the revenue growth and/or cost reduction potential of the sustainability initiative
- Highlight market achievements based on sustainability.

Born Global - *The export award*

Ireland exported over €8bn of food and drink in 2008, reflecting a food and drink industry with a truly global profile. The export award recognises the outstanding achievement of food and drink companies confronting a sometimes radically changed environment. The category is open to companies who have launched a product in a completely new market as well as companies who have increased exports in an existing market.

The judging panel will look for products that have shown significant year-on-year growth in the value of export sales and demonstrate innovation in promoting brand awareness in new markets. Companies should also highlight their strategic agility to overcome obstacles to growth or the marketing challenges new markets present.

Entry criteria:

- Open to established or new products
- Proven track record in exporting with export sales being at least 15% of total company turnover
- Highlight speed of achieving exports
- Demonstrate innovative approach to growing or sustaining exports in 2008/09
- Forecasts export growth in 2010.

“We were stunned with our success in the Bord Bia Food & Drink Industry Awards. It was a huge boost to the company, especially as we were up against such stiff competition and much larger companies than our own. It's a wonderful feeling to have the quality of what you do confirmed at this level”

- Valerie Kingston, Glenilen Farm

Home Grown - *The home market award*

While Irish brands and products have traditionally enjoyed strong brand loyalty in the domestic market, the economic downturn has wrought significant changes to consumer priorities in the last year. Irish food, drink and horticulture companies are developing new strategies to confront market turbulence and changing consumer demands.

The home market award recognises Irish food and drink companies who have adapted and innovated in response to these challenges, delivering innovative products and effective marketing strategies with national or regional impact. The judging panel will look for entries where the response to changed economic circumstances has been impressive. Examples of possible entries include companies that have formed strategic new alliances for new product development, have found new channels or sectors to sell their product or who have sustained or grown their position in the home market with a flexible approach to product development or marketing.

Entry criteria:

- Highlight a new opportunity availed of to grow product sales in 2008/2009
- Show how your unique selling point has assisted in gaining sales
- Demonstrate strategy to secure position on the home market in 2008/2009

“Glanbia Consumer Foods were delighted to receive a Bord Bia Award for Innovation Excellence in 2007. Winning the award helped raise the profile and stature of the new product launch among our customers and sales team which we used to good effect to build its sales.”

- Joe Collum, Glanbia Consumer Foods



Consumer Focus - *The Innovation Award*

Innovation is the engine of growth throughout the food and drink industry, and not only in affluent times. The innovation award, celebrates products introduced to the retail or food service market in 2008/09 which focus on the consumer in original ways and develop solutions that meet their changing needs.

The judging panel will look for entries that demonstrate the creative spirit of the Irish food and drink industry and confirm its world class capability to recognise, anticipate and grow from changing consumer demands.

Entry criteria:

- Open to innovative food and drink products launched in 2008/09.
- Entries should demonstrate how products meet consumer needs under one or more of the following headings:



Fluid lives

- "I want to stay in control of my busy life and make sure I am at my best for the challenges the day presents."



Making the most of life

- "I need to balance the stresses in my everyday life with experiences that are fun and fulfilling."



Sustainable lives

- "I would like products that are better for the world and my community; I want choices that make me feel good without harming my wallet."



Quest for health and wellness

- "I want to be in control of my health and wellness, to manage or improve it through making better choices."



Consumers in control

- "I like to pursue better value, to help maintain my lifestyle and to get the most from the money I have."



Keeping it real

- "I am looking for products and brands that are real and authentic, because they have stood the test of time and remained true to their heritage; they provide me with comfort and reassurance."

New Perspectives - *The award for repositioning*

If quality is the bedrock of the modern Irish food and drink industry then adding value is one its fundamental pillars. Over the last decade, innovative, consumer-focused products have won significant markets for Irish companies at home, in Europe and in the wider world. Products which sometimes began with modest aspirations have since gone on to gain international reputations for excellence. The award for repositioning, recognises products that have adapted to changing consumer demands through new approaches and smart market adaptation. The award invites entries for established Irish products that have been strategically repositioned in 2008/09.

The judging panel will look for entries that set benchmarks of excellence in the Irish food and drink industry, products which may have originally entered the market at a commodity level but which, through strategic development, demonstrate the transformative power of branding and other value-adding processes and techniques.

Entry criteria:

- Entries should be established products which enjoy an enhanced market position as a result of innovation or developments made in 2008/2009
- Demonstrable thought process and/or research for the strategy of repositioning and differentiation
- Demonstrable success of the strategy in terms of revenue generation/growth.

Thinking Big - *The small business award*

Small and medium enterprises have always been among the great innovators in the Irish food, drink and horticulture industry. This award recognises companies who show true entrepreneurial flair and have extended this originality into their products.

The judging panel will be looking for the best and brightest among small food and drink businesses, companies that produce quality food and match it with a strong sales and marketing track record, excellent customer service, environmental integrity, community leadership and smart use of IT and other technologies. The award is open to companies with annual turnover of less than €3.5 million.

Entry criteria:

- Entry should be focussed on a new product launched in 2008/09
- Marketing plan should highlight future growth potential
- Demonstrate evidence of innovative thinking
- Show how obstacles to distribution or sales development were overcome
- Highlight how small budgets were maximised to create impactful marketing.

“If you are serious about the potential for your brand, then you need to be in these Awards. It’s a chance to explain your success to date, what your point of differentiation is and your plans for the future”.

- John Noonan, Flahavans

Spotlight - *The excellence in branding award*

Marketing is, sometimes, mistakenly perceived as a luxury 'add on' to a business. It's a misconception that is never more important to correct than during an economic downturn. Great branding is not just a business skill but an art fundamental to the lifeblood of a company. The excellence in branding award recognises the fundamental role of branding and marketing in the overall success of a product.

The award is open to marketing campaigns and brand management programmes undertaken in 2008/09. The judging panel will be looking, in particular to campaigns or programmes that have been effective in increasing awareness, building loyalty or have led to additional sales or listings for a new, or existing product.

The judging panel will evaluate the creative accomplishments of entries on a number of criteria including the strength of the central idea, the quality of execution and the ability of the programme to communicate and persuade consumers.

Entry criteria:

- Flair and creativity in campaign content
- Achievement and measurement of stated objectives
- Attributes to support brand positioning
- Details of campaign budget
- Evidence of campaign success.

“Winning this award was a major boost to our product development process providing a communication platform to publicly share our achievements with employees, suppliers, customers and consumers. To be independently recognised for the quality of our products and skills of our people validated a long standing company strategy of specialisation and product innovation within the lamb category”

- Joe Hyland, Irish Country Meats

Who can enter?

- Open to all food and drink products manufactured in Ireland.
- Companies must be in business for a minimum of two fiscal years.
- Where possible, it is desirable that companies source materials that are approved under the Bord Bia Quality Assurance Schemes.

There are a total of seven awards and companies are encouraged to enter more than one category as appropriate. Please note the organisers may reallocate your entry if they feel it fits better into another category.

Winners of the Bord Bia Food and Drink Industry Awards 2009 will be announced at the Food and Drink Industry Awards lunch on 5 November in the IMI, Sandyford, Dublin 18. This lunchtime celebration will coincide with the Bord Bia Annual Food and Drink Industry Day.

How to enter

- Complete the relevant application form for your category online at www.bordbia.ie/awards. Product samples may be requested at a later stage.
- Applications will be accepted up to 11 September, 2009.
- The finalists will then be considered by the judging panel who will decide the outright winner of each category.
- The winners will be announced at the Food and Drink Industry Awards lunch on 5 November in the IMI, Sandyford, Dublin 18.
- The judges' decision will be final and no correspondence will be entered into.

Please note that short listed and winning entries will be required to participate in promotional activity as arranged by Bord Bia.

Bord Bia is the Irish Food & Horticulture industry's trade development and promotion organisation. Our mission is to grow the success of a world class Irish food and horticulture industry through market development, promotion and information services.

For further information please contact:

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Note for your diary

The Bord Bia Food and Drink Industry Awards are being held on the same day as the Annual Bord Bia Food and Drink Industry Day.

Collaborate: Work with Bord Bia & our overseas offices. Network with your industry colleagues

Innovate: The Food & Drink Industry Awards 2009

Stimulate: Listen to inspirational speakers on key topics of interest

Date: 5 November 2009

Venue: IMI, Sandyford

Format of the day: There will be 20 minute meetings organised for you with representatives from our overseas offices. We will also be running a series of seminars throughout the day on range of topics including:

- **Periscope 5 – Ireland, Great Britain and Northern Ireland**
A look at the consumer behaviours of the Irish, UK and NI consumer and how they are evolving.
- **Benchmarking distribution in continental Europe**
How Bord Bia can help you win business in Europe
- **Working smarter in the UK**
How Bord Bia can help you work smarter in the UK - presentation skills, buyer interaction and distribution routes to market.
- **Revisiting the Consumer Lifestyle Trends**
The futures company will investigate the key global trends in food and drink.
- **Economic outlook for the food and drink industry**
An update on the key global trends in the food and drink industry.
- **Leadership in Challenging Times**
How to manage in a positive manner in difficult economic times.
- **Key Trends in the Seafood Sector**

For further information on Food and Drink Industry Day please contact:

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