

Presented by the
ALBERTA FOOD PROCESSORS ASSOCIATION



Celebrating Alberta's best food and beverage products

**ALBERTA
FOOD & BEVERAGE
— AWARDS —**

CELEBRATING THE BEST OF ALBERTA FOOD & BEVERAGE

AFPA's Alberta Food and Beverage Awards have a long and prestigious history as the premier industry awards recognizing the best food and beverage products in our province. In celebration of 50 years, AFPA is proud to announce the official return of this much anticipated event!

Does your product have what it takes to be awarded top prize?

Applicants from all across the province are encouraged to submit their products to be judged by an independent panel of industry experts, for a chance to be named 'Alberta's Best' in one of thirteen food and beverage categories. Products will be judged on four criteria: Quality, Taste & Appearance, Packaging & Overall Appeal, and Unique Selling Features.

Join us Friday, June 14th for a very special night, honoring those who have paved the way and celebrating the BEST of Alberta's Food & Beverage industry. The who's who of our industry will be on hand to recognize our award winners and celebrate the best our province has to offer. We wish you the best of luck and can't wait to see you there!

Why Enter?

All companies who submit an application by the May 17th deadline will be entered into a draw to be part of a Made in Alberta commercial with Fields to Forks.

This unique marketing opportunity is valued at \$15,000.

In addition to being named Alberta's Best and being recognized with a trophy at the Alberta Food & Beverage Awards on June 14th, winners will receive:

- One hour with an expert advisor at MNP to address any planning or questions around your business' growth and strategy, accounting, tax, grants, etc. This unique opportunity is valued at over \$600.
- A custom 'Best of Alberta' label to display on your winning products and marketing materials
- Feature on the Made in Alberta website
- Profile in AFPA's In Action Magazine
- Feature in Western Grocer Magazine



AWARD CATEGORIES & RULES OF COMPETITION

ALBERTA FOOD & BEVERAGE AWARDS



ALBERTA FOOD & BEVERAGE AWARDS - JUNE 14TH, 2024 AT THE RENAISSANCE HOTEL, EDMONTON

- Products will be judged by an independent panel of qualified individuals not associated with any submitting company. The decision of the judges shall be final.
- Companies may submit a maximum of (2) products per category for consideration.
- No more than (2) flavour options per product submitted.
- Products can be retail or food service.
- Open to all products, not just new products.
- Please submit a form for each product entered

All products will be judged on the following criteria unless otherwise noted (category 13):

- Quality of product in its prepared stage
- Taste; Appearance
- Packaging; Overall Appeal
- Unique selling features

Each criteria will be given a score of 1-5.

1 BONUS POINT will be awarded to each company with a complete Made in Alberta profile on the [Made in Alberta website](#).

FEES

Companies may submit a maximum of 2 products per category.

\$100 per submission

In honour of AFPA's 50th Anniversary enjoy 50% (\$50) off your second submission!

(special promotion applicable to multiple categories)

Form and Payment Submission Deadline EXTENDED TO: Friday, May 17th at 4pm MST

PRODUCT CATEGORIES

1. Beverages (non-alcoholic)

2. Alcohol (Beer & Spirits)

3. Cereal Products

4. Condiments & Sauces

5. Dairy Products

6. Growers

7. Meat & Seafood

8. Oils & Seasoning

9. Pasta & Noodles

10. Prepared Meals

11. Snack Foods

12. Sweets & Candy

13. Most Innovative



CATEGORY DEFINITIONS:

To join the Made in Alberta program and qualify for AFPA's Alberta Food & Beverage Awards, your product must meet the following criteria:

- Unprocessed products such as vegetables, fruits and eggs must be raised, grown, or sourced in Alberta, or
- Processed food and beverage products may use ingredients from outside Alberta, as long as the final substantial transformation takes place in Alberta.

1. **Beverages** – Non-alcoholic, non-dairy beverage processed in Alberta
2. **Alcohol** – Beer or Spirits processed in Alberta
3. **Cereal Products** – Finished product using grains and ingredients processed in Alberta
4. **Condiments & Sauces** – Finished product or additive processed in Alberta
5. **Dairy Products** – Dairy product or product where dairy-based ingredients are a significant portion of the product. The category includes cheese, yogurts, etc.
6. **Growers** – Unprocessed organic products such as vegetables and fruits raised or grown in Alberta
7. **Meat & Seafood** – Finished product using Alberta raised meat or seafood as a primary ingredient
8. **Oils & Seasoning** – Finished product or additive processed in Alberta
9. **Pasta & Noodles** – Finished product utilizing grains and ingredients processed in Alberta
10. **Prepared Meals** – Prepared product processed in Alberta
11. **Snack Foods** – Finished product processed in Alberta
12. **Sweets & Candy** – Finished product processed in Alberta
13. **Most Innovative** – Food ingredient, food product, beverage (alcoholic or non-alcoholic) processed in Alberta

Most Innovative Product will be judged on:

- Quality of Product
- Innovative Use of Alberta Ingredients
- Unique Selling Features
- Innovative Packaging
- Solution to a challenge or market opportunity
- Potential Business, social and economic impact

RULES OF COMPETITION

APPLICANTS MUST ADHERE TO THE FOLLOWING RULES TO BE ENSURE ELIBIGIBILITY:

1. All eligible products must be “final stage” processed in Alberta. Unprocessed products such as vegetables, fruits and eggs must be raised, grown, or sourced in Alberta. Processed food and beverage products may use ingredients from outside Alberta, as long as the final substantial transformation takes place in Alberta.

2. A completed nomination form, along with payment, must be returned **for each submitted product.**

The payment/submission deadline is Friday, May 17th at 4pm MST. Product will not be judged if payment is not received in full and products are not delivered by the delivery deadline stated below.

3. All samples must be received by / delivered to:

Food Processing Development Centre

6309 45 Street Leduc, Alberta T9E 7C5

c/o Alberta Food & Beverage Awards on **Tuesday, May 21st by 4pm MST.**

Alternatively, **NON-PERISHABLE** items may be delivered (anytime before May 21st) to:

31 Nicolet Court, St Albert, T8N 7E7

c/o Meghan Rennick, AB Food & Bev Awards

4. Submitted samples must be production quality and not specially prepared or formulated for the Awards.

5. Packaging showing product nutritional labeling **must** be included with samples, along with detailed cooking and storage instructions.

6. ANY PRODUCT CONTAINING PEANUTS must be MARKED and STORED separately.

7. Submitted samples become the property of AFPA for use by the independent judging panel in determining category winners. **Product samples will not be returned.**

8. All submitting companies are expected to be in attendance at the Alberta Food & Beverage Awards, Friday, June 14th at the Renaissance Hotel, Edmonton International Airport. The cost to attend this event is NOT INCLUDED in your awards submission.

9. The decision of the judges is final and all winners will be announced at the Alberta Food & Beverage Awards, Friday, June 14th at the Renaissance Hotel, Edmonton International Airport.

10. Criteria for each of the 4 categories will be given a score of 1-5. In the event of a tie, the product with the highest score for **Quality of Product in its Prepared Stage** will be named the winner. 1 additional point will be awarded to each company with a completed Made in Alberta profile on the Made in Alberta website by May 17th.

A complete profile includes: company name, location, description, and uploaded product photo.

PRODUCT NOMINATION FORM

ALBERTA FOOD & BEVERAGE AWARDS



PLEASE SEND THIS COMPLETED FORM TO MELODY@AFPA.COM BY **MAY 17, 2024.** ONE FORM PER PRODUCT ENTRY
Once form has been submitted, you will receive an invoice requesting payment

Company Name

Address

Address

City

Postal Code

Main Contact

First Name

Last Name

Title

Email

Phone

ABOUT YOUR PRODUCT

Category Number

of Products Entered

Submit a form for **each** product entered

Product Name

Product Description
(100 words or less)

Is product ready to consume? ☐ Yes ☐ No

If no, list preparation instructions

Product Is:
(Check One)

☐ Shelf-Stable
(requires no refrigeration)

☐ Refrigerated

☐ Frozen

Safety Certifications:
(Check Those that Apply)

☐ AHS

☐ CFIA

☐ Other (please specify)

Comment on your product’s ‘story of origin’.

What makes this product unique and why should it be selected as best product in its category.

Note: If you are submitting for the Most Innovative product category, please add additional information here to address the judging criteria requirements outlined in the [competition categories section](#).

PRODUCT AWARD NOMINATION CHECK LIST

- ☐
- SUBMIT** submission forms, along with payment, to AFPA, by **Friday, May 17th, 2024 / 4pm MST**
- ☐
- SEND** (3) product samples of each product to be sampled to the Food Processing Development Centre by **Tuesday, May 21st at NOON** for judging. Clearly labeled to the following address:

Food Processing Development Centre c/o AB Food & Beverage Awards
6309 45 Street
Leduc, Alberta T9E 7C5
- ☐
- INCLUDE** extra display packaging. For the purpose of judging, display, and photography, please include (2) extra samples of empty packaging, particularly if product is perishable.
- ☐
- PURCHASE** your tickets to [AFPA’s 50th Anniversary Gala and Alberta Food & Beverage Awards](#), Friday, June 14th, 2024 at the Renaissance Hotel, Edmonton International Airport.
- ☐
- BOOK** hotel accommodations if necessary (see registration form)
- ☐
- STAY CONNECTED** by [following us online](#), checking the [website](#), and reading the newsletter.

Submissions and Events

Meghan Rennick / (780) 232-2422
meghan@afpa.com

General Inquiries

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Alberta Food & Beverage Awards & 50th Anniversary Gala

FRIDAY, JUNE 14,
RENAISSANCE HOTEL, EDMONTON INTERNATIONAL AIRPORT

GOLDEN ANNIVERSARY
SPONSOR

\$ 3,500

Let your support for our industry shine bright with this premium sponsorship opportunity, while enjoying exclusive access to the premier event of the year!

- Premium private table set with special gold chargers and a bottle of champagne.
- Includes 8 Gala Tickets (\$1,400 value)
- 4 AGM tickets (\$200 value)
- Special on-stage mention at Awards Gala
- Premium logo placement on-screen and on all event signage & marketing materials
- Recognition in Special Edition 50th Anniversary Magazine
- 3 custom social media posts

GOLDEN GALA
EXPERIENCE PACKAGE

\$ 2,500

Help us make this event an unforgettable experience by sponsoring a custom experience. Contributions in cash or in-kind.

- 2 Gala Tickets (\$300 value)
- 2 AGM Tickets (\$100 value)
- Logo placement on-screen and on all event signage & marketing materials
- Opportunity to showcase your product/brand to the who's who of Alberta's food and beverage industry at the premier AFPA event of the year

FOOD AWARDS
SPONSOR

\$ 2,500

Join us in celebrating the best our industry has to offer by sponsoring one of 14 Alberta Food Awards!

- 2 Gala Tickets (\$300 value)
- 2 AGM Tickets (\$100 value)
- Your company name engraved on 1 Food Award of your choice
- Special mention in all media announcements and 50th anniversary magazine
- Logo displayed on-screen and on all event signage & marketing materials



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24

THANK YOU

CONTACT US TODAY!

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Sponsorships

Bianca Parsons, Executive Director

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www.afpa.com/events