

# groww make eat AWARDS 2016

#GMEDAwards16

CELEBRATING PRIDE IN OUR PRODUCE

THURSDAY 11TH AUGUST

Venue Partner



# growmakeeatdrink

News Letter

Derry Journal

MORTON  
newspapers

NORTHERN IRELAND YEAR OF FOOD AND DRINK

2016

The News Letter, Derry Journal and Morton Newspapers are delighted to be hosting their inaugural GrowMakeEatDrink Awards in celebration of NI Year of Food & Drink 2016.

We want to acknowledge and honour Northern Ireland's own thriving industry of locally made food & drink products and services, giving them the opportunity to be recognised for the

valuable contribution they make from their base in Northern Ireland, to industry on the local, national and international stages.

Whether it's made, produced or innovated in Northern Ireland, we are seeking to recognise the businesses that make this country such a great asset in the food & drink sector worldwide.

Even the awards night will be a celebration of everything that Northern Ireland can be proud of with the gala black-tie dinner showcasing home grown and reared local produce, a local guest speaker and local after-dinner entertainment.

## award categories

### 1 best artisan/micro food / drink producer

(up to 10 employees)  
Please address the criteria listed, relating your answers to your product/s

### 2 best small food / drink producer

(11 and 50 employees)  
Please address the criteria listed, relating your answers to your product/s

### 3 best large food / drink producer

(over 50 employees)  
Please follow the criteria listed, relating your answers to your product/s

### 4 best food / drink exporter of the year

Businesses who export to markets outside Northern Ireland are eligible to enter  
Please follow the criteria listed, relating your answers to your export market



For categories 1-7 please address the criteria below in your entry submission

- Outline the Business including background and revenue growth
- Outline details of your unique/premium quality products and where you can buy them
- Summarise marketing strategy
- Demonstrate future plans for your Business & how you set yourself apart from other producers.

### 8 culinary student of the year

- Give examples of how you have showcased your enthusiasm & positive attitude for the food & drink industry through your studies
- Demonstrate how you have researched, developed and implemented new initiatives, outlining any academic accomplishments
- Illustrate any relevant extra-curricular activities or links you may have with the food & drink industry

### 5 best food / drink start up business of the year

This category is aimed at businesses that have opened in the past 2 years and have shown growth, implemented a successful business strategy and are making the most of their resources for future success  
Please address the criteria listed, relating your answers to your business start-up

### 6 best innovative food / drink product

This category is aimed at those businesses that have made the biggest contribution to the success of their business through product innovation  
Please follow the criteria listed, relating your answers to the innovative product in question

### 7 best butcher/deli/farm shop of the year

Northern Ireland butchers, delicatessen/farm shops, bakeries, green grocers etc who believe they sell the best local produce range in their field are invited to apply  
Please address the criteria listed, relating your answers to your retail outlet

### 9 best food / drink promotion by a festival or event

- This category is aimed at Festivals or Events that take place in Northern Ireland
- Describe where the Festival or Event takes place and its background
  - Show how the Festival or Event showcases local food and drink produce
  - What outputs are measured and how are the results analysed eg numbers attended, sales generated etc
  - Outline future growth plans for the Festival or Event



### 10 most creative eatery using local food & drink

- This award is open to all bistros, brasseries, pubs, restaurants and hotels etc that showcase Northern Ireland food & drink products
- Demonstrate how you showcase Northern Ireland food & drink produce
  - Describe the creative approach you bring to your menu with high quality fresh ingredients at its heart
  - Show how your eatery portrays creativity through its environment, its facilities and its customer service
  - Explain how your eatery stands out from your competitors eg social media customer engagement etc

### 11 best food / drink marketing campaign

- This category is aimed at marketing campaigns focused on sales, driving behaviour change, research or increasing awareness
- Demonstrate how your marketing campaign is creative and how it achieves its objectives and demonstrates value for money
  - Describe how the campaign is evaluated against its original aims
  - Show how your campaign utilises one or more of a variety of media eg television, radio, digital, pr, outdoor etc
  - Explain why your campaign stands out from your competitors



### 12 food hero of the year

- This award is open to any individual employed in the food or drink industry, either in the public or private sector, including food or drink staff, companies and government bodies. Demonstrate why the nominee is considered as a Food Hero referencing relevant work related activity, engagement with the local food & drink community, charity or voluntary work etc



### 13 special lifetime achievement

- This award is open to any person of retirement age or has worked for a lengthy period of time in the food & drink industry in either the public or private sector. Include a short outline of their career, their length of service and what made them outstanding in their field.

Main Course  
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## how to enter

The award categories are listed opposite; four copies of all entries received will be presented to the judging panel.

To enter please complete the entry cover form and return with your entry submission for your chosen category (no more than 1,000 words). A maximum of two categories may be entered; each entry submitted must be on a separate entry cover form, with separate typed entry submissions addressing the category's criteria.

### email

Send email once to:

julie.forde@jpress.co.uk or

karen.fitzmaurice@jpress.co.uk

### post

Send four copies to:

Events Dept, Johnston Publishing NI, 2 Esky Drive, Carn, Portadown BT63 5YY

Supporting material like brochures, press cuttings or company accounts are welcomed.

Videos, DVDS and presentations are not required.

### judging

1-7 Awards - All entries will be scored by a judging panel in the first instance and a shortlist drawn up. The second phase of judging will require a product sample from the shortlisted finalists where applicable.

### food hero

All entries will be scored by a judging panel in the first instance and a shortlist drawn up. The shortlisted food heroes will be featured in News Letter, Derry Journal and Morton Newspapers weekly titles and readers asked to vote for their winner.

### lifetime achievement

The winner will be chosen by a judging panel.

The closing date for receipt of completed entry forms is **Monday 27th June 2016**.

For further information please contact

Julie Forde on 028 3839 5504

or julie.forde@jpress.co.uk

Karen Fitzmaurice on 028 3839 5564

or karen.fitzmaurice@jpress.co.uk



# entry cover form

Entries close 5.00pm Monday 27th June 2016



Category: .....

Name & Contact Number of  
Person Submitting Entry: .....

Nominee's Name: .....

Nominee's Address: .....

.....

..... Postcode: .....

Nominee's Email: .....

Nominee's Tel: .....

Nominee's Mobile: .....

If posting, you should attach four copies of your completed Entry Cover Form along with any additional information such as leaflets, brochures, press cuttings, company accounts, etc. and four copies of your typed entry submission (no more than 1,000 words) addressing the category criteria.

## award categories

**best artisan/micro food / drink producer**

**best small food / drink producer**

**best large food / drink producer**

**best food / drink exporter of the year**

**best food / drink start-up business of the year**

**best innovative food / drink product**

**best butcher / deli / farm shop of the year**

**most creative eatery using local food & drink**

**culinary student of the year**

**best food / drink promotion by a festival or event**

**best food / drink marketing campaign**

**food hero of the year**

**special lifetime achievement**



**News Letter** 

**Derry Journal**

**MORTON**  
newspapers

Terms and Conditions: \* The Editor & Judging Panel's decision in all matters is final. Entries must be received by 5.00pm Monday 27th June 2016. Entrants must agree to publicity. Johnston Press Group are constantly running great offers. If you are not interested in receiving details of them by email, post, phone, sms or fax from Johnston Press please tick here [ ]. If you are not interested in receiving details on offers run by our business partners please tick here [ ]. For your information, for quality and training purposes, we may monitor communications.

Venue Partner

