

Preparing to Meet the Judges



Online judging will take place on 27 March.

Judging of the product categories will take place at Meldrum House Hotel, Oldmeldrum on 28 March. You will be invited to meet with the judges at this time.



**North East Scotland
Food & Drink Awards**
Celebrating excellence
& innovation

In association with:



Aberdeenshire 

Entrants will receive full details of where to deliver product and informed of their interview slot in advance.



You have 10 minutes to meet with the judges, so be prepared.



- **Think about what you want to get out of the judging process** – is it just the opportunity to meet the buyers? Or to win new business? To gain insight into what they think of your product? Or is it to reconnect with existing or previous customers? Setting objectives will help you analyse the outcomes post-event.



- **Familiarise yourself with the judges and their businesses.** Understand how your product could fit with their business. Do you have the necessary certification required to supply them? Can you deliver to them?



- **Create a memorable experience** – you only have a short period of time to make a lasting impression, so make each second count. Be punctual. Wear your business branded clothing. Introduce yourself and your role within your business.



- **Know the business you're representing inside out** – consider in advance what questions you may be asked and be prepared to answer them.
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Products at judging



- **Know your USP.** What makes your product stand out from all the rest? Why should a customer want to buy your product? What is your value proposition?



- **Less is more** – the judges/buyers can meet up to 30 suppliers on the day; ensure your entry form has given them all the background information they need so you can focus on answering their key questions – and keep it brief.



- **Use every opportunity to network** – the Awards Presentation Dinner on 9 May 2024 can provide an invaluable chance to bump into buyers who aren't necessarily part of the judging process. Following and engaging with attendees on social media is another possible way of gaining new prospects, even if you don't meet them face to face.

Entrants to the non-product categories may also be invited to an interview with the category. Full details will be issued to entrants in advance.

For more information on the North East Scotland Food & Drink Awards

www.nesfoodanddrinkawards.co.uk

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