

Preparing Your Awards Entry



The North East Scotland Food & Drink Awards recognise innovation and business excellence in the food and drink sector in Aberdeen, Aberdeenshire and Moray. This provides an ideal opportunity to introduce you and your product to some of the leading names in the food and drink industry.



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

In association with:



Aberdeenshire 
COUNCIL



Choosing the right award category for your business:

- Ensure the award category has a strategic fit with your business.
- Be selective and realistic with your award entries - don't waste valuable time.
- Remember to register on the Awards website early and state which categories you will be entering.
- Application can seem a daunting process but once compiled, well written answers can be recycled for other industry awards and marketing materials.
- Always monitor and evaluate the effectiveness of entering awards. Did you receive an increase in website visits? Did you make a valuable connection to a new supplier or retailer?



Writing a successful award entry:

- Be realistic about the amount of time it will take to complete an application. Consider the time taken to gather any background information and financial evidence.
- Provide answers to all the questions asked. Specific questions are asked so the judging panel can compare the award entries. If you don't provide the relevant information your entry may be disadvantaged.

- Spelling and grammar are all important in creating the right impression. The entry process is fully online, but you can save and re-visit your submission as often as you like before submitting.
- Tell your story. Ask yourself - what makes my product/business different? Consider provenance, ingredients or innovation in formulation or design.
- Be clear in explaining who you are, what you've done and how you've gone about it. The judges may have no prior knowledge of your business.
- Ensure you submit a good quality product photograph. This does not necessarily have to be a professional photograph; a simple digital image can work well but be creative and make sure your brand stands out.
- If you are planning to enter several products into the same category it is important to make each entry have a distinct point of difference.
- Make use of any data and figures you have. Instead of just suggesting that your business grew substantially, back this up with statistics for example; product sales in the business increased by 10% or the business recruited 6 new members of staff.

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

www.nesfoodanddrinkawards.co.uk

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