

Presented by the
ALBERTA FOOD PROCESSORS ASSOCIATION

ALBERTA
food & Beverage
AWARDS

2024

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?

AFPA's Alberta Food & Beverage Awards identify the BEST food and beverage products processed right here in Alberta. In addition to being recognized at the Awards presentation on June 14th, winners will receive a custom 'Best of Alberta' label to display on their products and marketing materials, and will be showcased on the Made in Alberta website and featured in our upcoming issue of AFPA's In Action 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.

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 AFPA Members receive 50% (\$50) off your second submission!

(special promotion applicable to multiple categories)

Payment Submission Deadline: Monday, April 22nd 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.
 - All eligible products must meet the Made in Alberta ingredient and/or processing criteria as defined on the www.madeinalberta.co website
 - A completed nomination form, along with payment, must be returned **for each submitted product.**
The payment/submission deadline is Monday, April 22nd at 4pm MST. Product will not be judged if payment is not received in full by April 30th.
- 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 or between **Thursday, April 25 and Friday, April 26, 4pm MST.**
- Submitted samples must be production quality and not specially prepared or formulated for the Awards.
 - Packaging showing product nutritional labeling **must** be included with samples, along with detailed cooking and storage instructions.
 - ANY PRODUCT CONTAINING PEANUTS** must be MARKED and STORED separately.
 - Submitted samples become the property of AFPA for use by the independent judging panel in determining category winners. **Product samples will not be returned.**
 - 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.
 - 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.
 - 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 April 30th. 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 **APRIL 22, 2024**. ONE FORM PER PRODUCT ENTRY

Once form has been submitted, you will receive an invoice requesting payment

Company Name

Address

Main Contact

First Name

Last Name

Title

Email

Phone

ABOUT YOUR PRODUCT

Category Number

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** nomination forms, along with payment, to AFPA, by **Monday, April 22nd, 2024 / 4pm MST**

- SEND** (3) product samples of each product to be sampled to the Food Processing Development Centre on or between **Thursday, April 25 and Friday, April 26th / 4 PM MST** for judging May 1-3rd.

Food Processing Development Centre c/o AB Food & Beverage Awards
6309 45 Street
Leduc, Alberta T9E 7C5

- INLCUDE** 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
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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



**20
24**

THANK YOU

CONTACT US TODAY!

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Sponsorships

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www.afpa.com/events