



Award Category - Best New Product

The key criteria for this award are:

- Has the product achieved an exceptional level of success, in terms of sales or reviews, in a short space of time?
 - Has the product owner realised a new market/demand gap for the product?
 - Does the product carry health benefits?
 - Does the product have the potential to become a mainstream line?
-

ENTRANTS DETAILS

Product:

Manufacturer:

--	--

Address:

--

Postcode:

--

Tel:

Email:

Fax:

--	--	--

WORLD FOOD AWARDS 2010



Description:

Please supply a description - up to a maximum of 500 words - of why you feel you should win the category – Best New Product. Please carefully consider the judging criteria when submitting your entry form and include supporting evidence - including sales figures, photographs or other relevant information if applicable.

The closing date for entries is **Friday 30th July, 2010**. If you need further help or assistance please contact - lyndsey@worldfoodsonline.com