

## **JUDGING CRITERIA**

- Food supplements and their ingredients will not be accepted
- **All entries for ingredient/process awards must provide:**
  - Evidence of regulatory compliance, including health claims where appropriate
  - Scientific and technical evidence to support claims of efficacy of functionality, performance etc
  - Impact and potential in the market, including insights into consumer demand/need
  - Market success to date
  - Evidence of performance against competitive products
  - Extent of ingredient/application innovation
  - To what extent is the entry a 'game-changer'?
- **All entries for the Sustainability, D&I and Training & Education Awards must provide:**
  - Evidence of innovative approaches/strategies/policies
  - Evidence of impact of implementation by reference to changes within company/organisation practices, position in marketplace, relationships with customers/consumers
  - Future-plans for continuous improvement
  - Quantitative data, as evidence of impact, wherever possible
- Samples are requested (not mandatory).