



Europe

FiE Innovation Awards 2023

Judging Criteria

- Finished food products, supplements and nutraceuticals will not be considered as submissions for the Fi Europe Innovation Awards.
- The Fi Europe Innovation Awards jury make their selection based on the following criteria. Applicants are advised to include, where relevant, information related to:
 - Evidence of regulatory compliance, including health claims where appropriate
 - Scientific and technical evidence to support claims of efficacy of functionality, performance and other features
 - 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'?
- Samples are requested (not mandatory).