



**PUTTING INNOVATION IN-FRONT OF LEADING CHEFS
AND GAINING ACCREDITATION**

**15TH MAY 2024
MIDDLEBY INNOVATION KITCHENS, WIGAN**

MAKE YOUR PRODUCT A WINNER

You and your team have invested time researching the market, identifying the product and ingredient opportunity. Then developing, testing and refining your product.

We are back with the opportunity for you to give your product the high-impact marketing support it deserves.

THE SUPPLIER INNOVATION LIVE! AWARDS SCHEME

WHY ENTER?

You will get the chance to cook and present your product to our judging panel of twelve carefully selected industry chefs and heads of food development.

**LIMITED TO 16
ENTRANTS**



WATCH THE HIGHLIGHTS

Click below to view the highlights from 2022's event and see how much value there is to suppliers by having your product entered.



JUDGES

Our judging panel all currently work within the restaurant, contract catering, pub, bar and QSR channels.

Dishes are presented to them blind, so they will be judging purely on the product information we give them, with no identifying attributes for which supplier has produced it.

They will score your product evaluating the taste, presentation, creativity and versatility of your product. They will consider how this can be used by chefs in the industry and also how it may be applied on their own menus.



THE 2022 JUDGING PANEL

To give you a feel for the quality and breadth of our judging panel, this was our 2022 line up. The 2023 judging panel remain secret until after the judging is complete.



ADAM LAYTON
Honest Burgers



ALICE BOWYER
Liberation Group



ANDREW SCOTT
Wadworth



ANDY BRIGGS
Punch Pubs



BEN SMITTON
CH&Co



DARYLL YOUNG
Bartlett Mitchell



DAVID MULCAHY
Sodexo



**GENNA
ASH-BROWN**
Dine Out Magazine



KARL THOMPSON
Wagamama



**KEN
UMASANTHIRAM**
*Brakspear's
Honeycomb Houses*



MARTIN ESHELBY
Bidfood



PAUL FLETCHER
Whitbread



PETER JOYNER
Elior



PIRAN DEWEY
*Anglian Country
Inns*



RYAN HOLMES
Compass Group



TRISTAN O'HANA
*Pub & Bar
Magazine*

JUDGE QUOTES



ADAM LAYTON
Honest Burgers

“We want to be at the cutting edge so we need that dialogue with the producers”



ANDREW SCOTT
Wadworth

“I’m looking for concepts and solutions for my menu, if they are good enough they go on.”

FEEDBACK & RECOGNITION

You will gain valuable trade feedback from our judges. We will provide you with a feedback document from our chef panel about your product entry after the live cook-off day.

In addition, all entries will be graded as gold, silver or bronze awards on the day.

The awards entry media and PR package can be used to showcase your product award and used to help educate the wider trade on how to get the best results using your product on their menus, proudly showing your Innovation Live! medal status. This takes the form of a logo we supply you that you can use on marketing and even product packs.



CLICK HERE TO READ LAST YEAR'S COVERAGE. THIS IS COVERED IN PUB & BAR, DINE OUT, OOH & CONTRACT CATERING MAGAZINE

FEEDBACK & RECOGNITION

Becoming one of our sixteen entrants will help provide your product with positive recognition that will last long after the awards have concluded, putting your product on the path to long-term success.

The Supplier Innovation Live! awards are a unique way to enhance the promotion of your brand and product.

2022 GOLD WINNERS



Supplier:
CREATIVE FOODS

Product Innovation:
**SOUS VIDE LEMON AND
HERB HALF CHICKEN**



Supplier:
EATPLANTED

Product Innovation:
PLANTED



Supplier:
RICH PRODUCTS

Product Innovation:
**PLANT BASED WHIPPING
CRÈME**



Supplier:
AJINOMOTO FOODS

Product Innovation:
MISO RAMEN



Supplier:
LEE KUM KEE

Product Innovation:
**CHINESE STYLE HONEY BBQ
MARINADE (CHAR SIU SAUCE)**

COMPETITION FORMAT

- The live cooking event will be held in Wigan at the well-equipped Middleby Innovation Kitchens.
- You will be provided with a kitchen station to work from and a set period of 40 minutes in which to prepare and cook your product as part of a signature dish before presenting to our panel, who will then taste and score your entry
- To help our judges make an informed evaluation we will provide each judge with an information pack giving some details of your product, your suggested executions and the target sectors it was created for. But importantly, no identifying text as to who has prepared it.
- The judges then taste, deliberate and score the dish

WHO CAN ENTER?

- Food manufacturers
- Suppliers
- Importers
- Wholesalers



AWARDS ENTRY PACKAGE

- One product entered for inclusion in the dish you will cook
- Your product success will be promoted in print and online within the competition reviews appearing within; Contract Catering, Dine Out, OOH and Pub & Bar platforms. (Only positive comments will be printed)
- Three full-page adverts to appear in your choice of magazines above
- A feature on your new product appearing on the competition e-newsletter
- Judges feedback on your entry consolidated into one document and shared exclusively with you after the event including any constructive notes
- Promotion on showreel video of all products hosted by a professional host, including your own clip showcasing just your product and showing your award
- A marketing kit including award logo will be shared with you to use on your marketing materials, websites etc.



PRICE £5,000
LIMITED TO 16 ENTRANTS

**To book your product into Supplier Innovation Live!
Contact your account manager or call
01474 520200 for more details**