TASTE OF THE WEST AWARDS 2020

Recognising excellence and dedication throughout the food and drink industry in the South West of England.

Title Sponsor OLD MILL

PRODUCT CLASSES

The Taste of the West Awards programme, established more than two and a half decades ago, highlights excellence throughout the South West’s food and drink industry.

Our highly regarded Awards programme provides an opportunity to gain recognition for your products. A Taste of the West Award is an excellent marketing tool, helping to convey the quality and values of your business to potential customers. Much interest is generated among both buyers and consumers.

The Taste of the West Awards programme enjoys significant media coverage in both the trade and consumer sectors thanks to an extensive, multi-media PR campaign.

General Information

1. The product awards are made up of 26 classes and are judged in three rounds. Judges evaluate each product individually, assessing its packaging, aroma, appearance, texture, and, most significantly, its taste.

2. Entries are judged by panels of independent industry experts including chefs, food writers, food buyers and other food professionals.

3. Gold, Silver and Commended awards will be announced after the third and final phase of Round 1 (see below). Awards are given entirely on merit and judges are not limited on the number of awards that can be given.

4. Gold winning products are judged in Round 2 to identify the top three ‘finalists’ in each class. These are then judged again at a later date in Round 3, to decide the Champion products in each class, and the coveted Supreme Champion Product Award. The winners of these awards are announced at a ceremony later in the year.
How it Works

1. Judging will be split into three distinct rounds:-

   **ROUND 1**: initial judging split into three phases to determine Gold, Silver and Commended awards. All products entered - no matter into which phase - will be judged in the same manner with a limited number of products per round. There will be three separate entry and closing dates. The next entry and closing dates will be announced after 20th December 2019.

   **UNLESS YOUR PRODUCT(S) HAVE WON GOLD**, once your products have been judged in either phase 1, 2 or 3, they will not be judged again and the award attained will not change. Any products that win gold will be recalled to be judged again in Round 2.

   **ROUND 2**: all gold winning products will be recalled for judging. Three from each class will be shortlisted for Round 3.

   **ROUND 3**: all shortlisted products from Round 2 will be recalled for judging to determine the Champions in each class and the Supreme Champion Product.

2. Judging for each of the phases in Round 1, will take place between February and May 2020, in Exeter. Information will be sent out regarding this, and how to deliver your products, after all entries in each round have been collated.

3. As some products may (potentially) have to be delivered for all three rounds, information on options to help with this will be sent out with delivery instructions.

4. We are aiming to judge approximately 350 products in each of the three phases of Round 1.

5. Please note that due to the nature of some of the classes (e.g., hot drinks, vegan, and free-from), the number of entries into those classes per round, and the availability of the judges it may not be possible to judge your products until the last phase of judging.

6. The results from Round 1 (i.e., the gold, silver and commended awards) will NOT be announced until all the judging from each of the three phases have been completed.

How to Enter

1. You can enter in one of the following ways:-
   a. Apply on line [www.tasteofthewest.co.uk](http://www.tasteofthewest.co.uk)
   b. Email your completed entry form to [awards@tasteofthewest.co.uk](mailto:awards@tasteofthewest.co.uk)
   c. Fax your completed entry form to 01404 394049
   d. Post your completed entry form (with payment cheque) to Taste of the West, Country House Estate, London Road, Whimple, Devon EX5 2NL.

2. All forms must reach the Taste of the West office no later than the date specified on the front of the entry form. Entries received after this date cannot be accepted.

3. **FULL** payment must be received no later than the closing date specified on the front of the entry form.

Entries

1. Every product must be the bona fide property of the entrant and must be made by the entrant within either one of the six counties of Cornwall, Devon, Dorset, Gloucestershire, Somerset and Wiltshire.

2. All products must be commercially and readily available and all products must be to the same standard as the foods available commercially.

3. Products are **NOT** blind tasted and must be presented for judging prepared and packaged ready as they would be for sale to the customer.
4. Presentation of a product for sale is important for commercial success and judges are looking at whether a product’s packaging is ‘fit for purpose’ and labelled correctly. Any packaged products submitted without the correct and proper labelling (i.e., name of product, ingredients, and all other legal requirements will be penalised and may NOT be judged.

5. Please note that all products must be submitted in some form of protective packaging/wrapping with a full ingredients label adhered to it.

6. If your product is sold as a single serving portion (e.g., one pasty or one brownie or single steak) you will be asked to submit at least two of this item.

Payment for Entries

1. Current Patron members of Taste of the West will be entitled to enter four products free of charge. Current Gold Producer members of Taste of the West will be entitled to enter four products free of charge. Current Silver Producer members of Taste of the West will be entitled to enter two products free of charge. Current Small Producer members of Taste of the West will be entitled to enter one product free of charge. All subsequent entries made by Taste of the West members entering at the Early Bird stage will incur a fee of £38.00 + £7.60 VAT = £45.60. Subsequent entries from Taste of the West members received for the second phase of judging in Round 1 will incur a fee of £45.00 + £9.00 = £54.00. Subsequent entries from Taste of the West members received for the third phase of judging in Round 1 will incur a fee of £48.00 + £9.60 VAT = £57.60.

2. The fee per product for Non-Taste of the West members entering at the Early Bird stage is £42.00 + £8.40 VAT = £50.40. Entries from Non-Taste of the West members received for the second phase of judging in Round 1 will incur a fee of £50.00 + £10.00 VAT = £60.00. Entries from Non-Taste of the West members received for the third phase of judging in Round 1 will incur a fee of £55.00 + £11.00 VAT = £66.00.

3. Hospitality, Retail and Wholesale members of Taste of the West entering at the Early Bird stage is £38.00 + £7.60 VAT = £45.60. Entries from Hospitality, Retail and Wholesale members of Taste of the West received for the second phase of judging in Round 1 will incur a fee of £45.00 + £9.00 VAT = £54.00. Entries Hospitality, Retail and Wholesale members of Taste of the West received for the third phase of judging in Round 1 will incur a fee of £48.00 + £9.60 VAT = £57.60.

4. Hospitality and Retail members are entitled to one free entry in either the relevant hospitality or retail categories respectively.

5. Full payment must be received with your entry. This can be paid either by BACS (Account No. 01364580 Sort Code. 30 93 14 Ref. AWARDS) or by telephoning the Taste of the West Office (01404 822012) and paying with a card. Entries will not be registered without payment. Entries which have not been paid for in full by the closing date for each phase of judging in Round 1 will not be judged.

Delivery of Entries for Judging

1. Details for delivery of products for judging, including delivery address, dates and times will be issued after the individual entry closing date. Entrants will receive these details by post. PLEASE DO NOT SEND PRODUCT(S) WITH YOUR ENTRY FORM.

2. Judging will take place between February and May 2020 in Exeter, dependent on which round of judging you enter.

3. A unique entry number to identify each individual product will be supplied by Taste of the West on stickers, along with the details for delivery of products. These stickers must be attached to all products prior to delivery in order for the product to be identified for judging. Correct labelling of products is the responsibility of the entrant. Unidentified or wrongly identified products may not be judged.

4. If a product is sold as a single serving portion i.e., will only serve ONE PERSON (e.g., a single pasty or brownie or single steak) entrants will be asked to submit at least two of this item.
5. A delivery sheet will be supplied listing the appropriate class number(s) and the products entered, along with a delivery label bearing the name, address and telephone number of the entrant. This should be attached to any package being delivered, or these details should be clearly marked on the package.

6. The entrant must, in all cases, pay the carriage of entries.

7. It is the responsibility of the entrant to ensure that all foods are packed, transported and delivered in a condition fit and safe for consumption by the judges. Any entries arriving in a damaged or unsafe condition will be disqualified and will not be liable to any return of entry fees.

8. No product can be returned following judging.

**Awards**

1. Results of the judging of the initial 26 classes in Round 1 will be available on the Taste of the West website [www.tasteofthewest.co.uk](http://www.tasteofthewest.co.uk) within two weeks of the completion of ALL the phases of judging in Round 1. All entrants will be notified by email as soon as the results have been published. This will be around mid-June.

2. All Gold winners in each class will be required to submit additional product for judging in Round 2 which will take place over two days in late June 2020.

3. During Round 2 of judging, three gold-winning products will be selected in each class to go through to the final round (Round 3) in early/mid July 2020 to determine the Champions in each class and the overall Supreme Champion Product.

4. Those Gold winners going through to Round 3 will, at this stage, be required to submit additional product.

5. Winners of the Champion Award in each category and the Supreme Champion Product Award will be announced and presented at the Taste of the West Awards Presentation Ceremony later in the year.

6. All award winners will be sent a certificate(s) in recognition of their award(s). Award winners will also be given the opportunity to purchase award labels for use on packaging and marketing material etc., Award winners will also be able to request a digital logo of their award(s).

7. Judges’ feedback will be sent to entrants upon request. This will not be done until October 2020.

8. Award winners may state in advertising, promotional activity and stationery that they are recipients of an award but must include the award class/category and the year in which it was awarded.

9. Taste of the West reserves the right to publish articles and photographs concerning entrants and carry out publicity regarding the entrant.

10. Taste of the West reserves the right to give details of winners of the product classes to the sponsor of that particular class.

11. Recipients of awards may be asked at a later date for details of how their business has benefited from the award.

The Taste of the West Awards also comprise various hospitality and retail classes. Please visit our website [www.tasteofthewest.co.uk](http://www.tasteofthewest.co.uk) for details on these classes and also about how to enter our ‘special’ awards for 2020.

If you have any questions, please contact the Taste of the West office on 01404 822012 or send an email to Belinda Berwick: awards@tasteofthewest.co.uk

Taste of the West takes great care in dealing and processing your data in accordance with current GDPR legislation. In entering into the Taste of the West Awards, it is hereby acknowledged that Taste of the West will circulate and promote the contact details of Awards’ entrants to the Award Sponsors. There is an opportunity for entrants to opt out of this benefit on acknowledgement of entry, should the entrant not wish to benefit from this service.