



ASB Innovation Awards 2020

Application Award Category:
Health, Wellness and Nutrition

Deadline: January 15, 2020

CONTACT INFORMATION

COMPANY NAME:		COMPANY WEBSITE:	
PRODUCT INNOVATION NAME:		PRODUCT WEBSITE:	
COMPANY CONTACT (APPLICANT):		TITLE:	
ASB MEMBER #: <i>If applicant is not a member, please submit membership application along with award application. Please visit www.asbe.org/membership for membership information.</i>			
ADDRESS:			
CITY:	STATE:	ZIP:	
PHONE:	EMAIL:		
PRODUCT CONTACT:		TITLE:	
ADDRESS:			
CITY:	STATE:	ZIP:	
PHONE:	EMAIL:		

HOW TO APPLY

1. Please be sure to read the INNOVATION AWARDS PROGRAM details available at www.asbe.org for complete **rules and regulations** regarding the submission and evaluation of your award application submission.
2. Complete this application and product innovation description questions below with details on the product.
3. Email supporting materials and application to Tawnee Brydebell at tbrydebell@asbe.org by **January 15, 2020**. Application and all supporting materials must be submitted together.

PRODUCT INNOVATION DESCRIPTION

Any new product submitted for the panel of judges to review must fall into the category of **Health, Wellness & Nutrition**. Each application is judged on its own merit and is competing against other applicants.

Below are questions that must be completed in order for the application to be processed. **As part of the application, the product specifications, photos (minimum two, maximum five) and product brochure must be provided.** You are encouraged to include supporting marketing materials, consumer and/or operator test results and any other relevant materials that will allow the panel of judges to fully understand and evaluate the product. Supporting documents must be submitted along with the application to tbrydebell@asbe.org.

In addition to the above, please submit a brief description of product and a .jpg of the company logo. These will not be used during the judging process but will be used in all promotional aspects of the program if you are awarded a 2020 Innovation Award.

AWARD DESCRIPTION

The Innovation Award for **Health, Wellness and Nutrition** recognizes those companies that have demonstrated dedication and ongoing contribution to the advancement of bakery products and operations promoting healthy lifestyle.

This includes but is not limited to advancements in:

- Gain desirable nutrients
- Resistance to illness/prevention of disease
- Enhance general well-being
- Contributes to weight control

PRODUCT INNOVATION DESCRIPTION QUESTIONS

1. Select which category your product best fits:

- Gain desirable nutrients
- Resistance to illness/prevention of disease
- Enhance general well-being
- Contributes to weight control

2. Would you consider your product an incremental, commercial or breakthrough innovation? (Please select **ONLY** one)

- Incremental Innovation: Incremental improvements add or sustain value by **improving existing products and services.**
- Commercial Innovation: Incremental improvements add or sustain value by **improving processes for existing products and services.**
- Breakthrough Innovation: Radical Innovation Invention, **New to the Marketplace.**

GENERAL RULES AND REGULATIONS

ENTRY QUALIFICATIONS

Entries must qualify for each of the following criteria:

1. Products entered must fit within one of the official award categories.
2. Product must be available for sale to the public, for the first time, between May 1, 2019 and April 30, 2020.
3. Applicant must be a member of the Society current on dues and in good standing. If applicant is not a member, a membership application must accompany Innovation Award application. Please visit <https://asbe.org/membership/> for more information on ASB membership or contact Amanda Gonzalez, Director Member Relations, at agonzalez@asbe.org.
4. All award honorees must be exhibitors of MarketPlace 2020 and register to exhibit by February 7, 2020.
5. Unless you indicate otherwise on your application, all Honorees will be announced in early February 2020 and will be included in awardee listing on the BakingTECH and MarketPlace 2020 websites.

CONTEST RULES

Entrants agree to these rules:

1. All decisions of the judges are final.
2. Products entered must fit within one of the designated award categories. You are allowed to enter your product in more than one category if you choose. However, a separate application must be submitted for each category entered.
3. If a company does not wish to have their product announced for any reason other than stated above, the ASB has the right to remove the award designation. In the event of such notification, ASB may, in its sole discretion, remove award designation and consider the product a non-entry; the company will then have the right to submit the product as a new entry for the next year's BakingTECH, provided it still meets the initial entry submission qualifications.
4. Entries must be submitted by the deadline of January 15, 2020 electronically to tbrydebell@asbe.org. Applications must be submitted electronically. Hard-copy applications will not be accepted.
5. Entries submitted in a previous year are not eligible for resubmission; however if significant improvements have been made to the original product and/or significant enhancements that are truly unique and innovative, then the new model will be eligible for submission.
6. As part of the application, the product specifications, photos (minimum two, maximum five) and product brochure must be provided. You are encouraged to include supporting marketing materials, consumer and/or operator test results and any other relevant materials that will allow the panel of judges to fully understand and evaluate the product/service. Computer renderings are not preferred, and may result in reduced scores from the judges. Entries may include up to five photos. Photos must be submitted in .jpg format. Each photo should be less than 3MB. All photos must be submitted via email to tbrydebell@asbe.org along with the completed application. Hard-copy photos will not be accepted.
7. All entry forms are property of ASB. We suggest you print or make a copy of your application for your records.
8. Incomplete applications will be disqualified. ASB is not responsible for follow-up of incomplete entries. If you are unsure if your entry is complete, please contact us at tbrydebell@asbe.org.
9. To evaluate an entry, the judges may ask for additional information, including a request to provide a product sample.
10. If improperly categorized, an entry may be moved to a different category based on the recommendation of the judging panel, without consent from the applicant.
11. ASB reserves the exclusive right to set, modify, and interpret all conditions regarding this competition without claim for damage or recourse of any kind.
12. Each company selected as an awardee grants ASB permission, without compensation, to use its name and photograph/likeness and/or entry in promoting this or similar award programs in the future.
13. ASB reserves the right to rescind any awards granted to honorees that have misrepresented their product or entry in this competition.