

There are 7 awards for 2010/11, please ensure you have the correct entry form.

## Best Local Product / Best Local Drink

### Entry Form

**Closing dates for entries – 5 p.m. on 19 July 2010**

Please answer all questions as fully and accurately as possible.

If you need any help to fill in this form – please Graham or Rachel on 01933 664437.

<b>1. Business Contact Details</b>	
Business Name	
Contact Name	
Position	
Business Address	
Postcode	
Telephone Number	
Mobile Number	
Fax Number	
Email	
Website	
Social media details (e.g. Twitter / Facebook)	

<b>2. Competition Entered</b>	<b>Tick</b>
<b>Tick as appropriate – you may enter more than one category, and up to five items in each category, but you must complete a separate form for each product / drink.</b>	
Best Local Product (go to question 3)	
Best Local Drink (go to question 4)	

<b>3. My product is (please tick all that apply)</b>	<b>Tick</b>
• grown or reared and supplied from a farm in Northamptonshire;	
• made using raw materials produced, grown or reared in Northamptonshire;	
• made in a production facility within Northamptonshire.	

<b>4. My drink is (please tick all that apply)</b>	<b>Tick</b>
• made using raw materials grown and supplied from a farm in Northamptonshire;	
• made using raw materials produced or grown in Northamptonshire;	
• made in a production facility within Northamptonshire.	

<b>5. My business: (please delete as appropriate)</b>	<b>Yes</b>	<b>No</b>
My registered business headquarters are in Northamptonshire.		

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**6. Evidence of local connection**

Please provide evidence of your product / drink's local connection (as indicated in questions 3, 4, and 5).

**7. Why are you the best in class?**

Tell us in no more than 250 words why your product / drink is the best in class in Northamptonshire and what makes it special.

**8. Brief history of the product / drink**

Tell us a bit about the history of the product / drink (no more than 250 words).

### 9. Marketing

Where and how do you market this product? Please include details of internet sites, social networking sites (e.g. MySpace, Facebook, Twitter), any regular newspaper / radio / magazine advertising. Please ALSO include samples of promotional materials. We are especially interested in how you celebrate your Northamptonshire origin or ingredients.

### 10. Pricing

Please explain why your entry represents good value for money. Please give details of the cost per unit as sold to the public. Please also give the cost per Kilo / Litre / unit.

### 11. Local suppliers

Please give a list of your local suppliers (a local supplier is a supplier which is based within Northamptonshire or which is based within 30 miles of the production facility in Northamptonshire). If you do not use local suppliers or locally made ingredients please say why not (there might be a very good reason!).

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## 12. Supporting Information

You may provide **up to ten sides of A4** containing other information in support of your entry. If you wish us to refer to your internet site, please provide **printed** copies of up to five key pages (but this comes out of your allocation of ten additional pages). However, we cannot return any material.

## 13. Mandatory supplementary evidence

	Yes	No
Have you submitted all mandatory supporting evidence (listed below)?		
• Commentary of no more than 250 words as to why your product / drink is the best in class and what makes it special.		
• A brief history of the product / drink (no more than 250 words).		
• A list of places that currently sell the product / drink.		
• Details of the unit cost (usual selling price) of the item.		
• Examples of promotional material (see limit on the amount).		
• A list of local suppliers (a local supplier is a supplier which is based within Northamptonshire or which is based within 30 miles of the production facility).		
• Evidence that the business meets the entry qualifications (see Rule 1) e.g. headed paper showing registered address, invoice details from local suppliers.		

**If you have answered no to any of these questions your entry will be invalid.**

## 14. Letter of Support

These awards are promoted by Northamptonshire Enterprise Limited (NEL): a partnership between the public, private and voluntary sectors. Its purpose is to develop the Northamptonshire economy and to support job creation; facilitating a 'one voice' approach to economic development, inward investment and tourism / destination management. The purpose of the awards is to better support, position and promote the county's first class local produce, restaurants and pub/bar restaurants, and to encourage local entrepreneurs.

Funding is dependant upon us providing evidence of engagement with businesses and organizations. Our way of providing this evidence is to ask businesses to sign letters indicating that the business has been in receipt of support or is to be marketed via the Awards project.

To help us with this, and to help the awards continue, please sign the attached letter, filling in your company details at the top.

## 15. Presentation

Please tell us how your entry should be presented or served for tasting by the judges.

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<b>Declarations</b>	<b>Yes</b>	<b>No</b>
The details provided on this form and all supporting evidence are correct to the best of my knowledge and are submitted in accordance with the published Northamptonshire Food & Drink Awards 2010/11 rules.		
This product / drink was available to purchase on 29 July 2010 and is reasonably expected to remain on sale until after 6 October 2010.		
I agree to provide samples free of charge for the short-listing and, if shortlisted, the final judging. These samples will be "as supplied to the public" / "as sold" and will not be modified or enhanced in any way.		
If shortlisted, I agree to provide further samples of the product/drink free of charge for the Northamptonshire Food Show at Holdenby on 29-30 August 2010 for judging by the public (as a guide, in 2009 there were about 110 tastings of each finalist product). These samples will be "as supplied to the public" / "as sold" and will not be modified or enhanced in any way.		
I agree to participate in awards-related publicity.		
Neither I nor anyone connected with my company has attempted to or will attempt to influence the organizers, judges, or promoters, or in any way bring the Awards into disrepute.		
I confirm that this entry complies with the letter and the spirit of the rules and the competition.		

**Signed:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Entries can be submitted by post, fax, email, or completed online.

**All supporting information** and postal entries should be returned to:  
Rachel Mallows Service to Business, Arch Villa, 23, High Street, Bozeat, Northamptonshire, NN29 7NF  
Fax: 01933 664 556 Tel: 01933 664 437.  
Email entries to: [rachel@rachelmallows.com](mailto:rachel@rachelmallows.com)

**Data Protection**

We comply fully with current data protection legislation and only hold your information in relation to the business of Carlsberg UK Northamptonshire Food and Drink Awards and for food and drink related matters. You have the right to request that your information is removed from our records. If you do not wish to receive further emails from us, please let us know, and you will be removed from our mailing list.

<b>Declarations</b>	✓
I'm happy to receive emails relating to Food and Drink in Northamptonshire, including the Northamptonshire Food and Drink Awards	
Please send me emails about my entry into this competition only.	
Please remove me from your database and send me no further emails. (This will disqualify your entry.)	

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Please insert your company's name and address in this box

**To whom it may concern**

My business was in receipt of support in connection with the Carlsberg UK Northamptonshire Food and Drink Awards 2010/11.

This enabled my business to be marketed via the Awards project, the purpose of which is to better support, position and promote the county's first class local produce, restaurants and pub/bar restaurants, and to encourage local entrepreneurs.

Yours faithfully

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Signed

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Please also print your name

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