

Final call for Food Review/Symrise new product entries

There is only one more day to get entries in for the 19th annual Food Review/Symrise New Product Competition. Previously, the NPC was only open to South African manufacturers, but in 2011, it was extended to include international brands too.



Image courtesy of [Food Review](#)

This year's competition offers entrants the chance to showcase any new food product that was launched after 1 January 2012, and also promises unprecedented exposure for all the entrants and winners.

The overall winner of the 2013 NPC will be invited to explore SIAL 2014, including return airfare, accommodation and entry to the show, which is being held in Paris, France 19 - 23 October 2014. SIAL is the world's number one food exhibition.

Competition entries will be independently evaluated by a panel of expert judges; all highly regarded specialists in formulation, marketing, regulation and packaging for the food and beverage industries.

When judging is complete, each entrant will receive a comprehensive, professional and unbiased assessment of their product. Additionally, they'll receive coverage in Food Review - in both the magazine and on the website.

The awards dinner will be hosted in September, where trophies will be presented to all the category winners:

- Overall winner
- Individual winner
- Individual: First runner-up
- Individual: Second runner-up
- Range winner
- Range: First runner-up
- Range: Second runner-up
- Packaging

- Editor's choice
- Reader's choice

Apart from the floating trophy, the overseas trip, the publicity and the esteem, the overall winner will be given official endorsement by the 2013 NPC, which can be carried on the packaging and communication materials.

Last year's overall NPC winner was FoodCorp for their Nola Chicken Mayo Range. As the NPC 2012 overall winners, FoodCorp has won a full-paid excursion to Anuga 2013.

So, don't hesitate, contact Lynn Quintino on +27 (0)11 835 2221 or email lynn.quintino@infixion.co.za for your 2013 entry form.

For more, visit: <https://www.bizcommunity.com>