



Judging Criteria

JUDGING CRITERIA

- Food supplements and their ingredients will not be accepted
- **All entries for ingredient/process awards must provide:**
 - Evidence of regulatory compliance, including health claims where appropriate
 - Scientific and technical evidence to support claims of efficacy of functionality, performance etc
 - Impact and potential in the market, including insights into consumer demand/need
 - Market success to date
 - Evidence of performance against competitive products
 - Extent of ingredient/application innovation
 - To what extent is the entry a 'game-changer'?
- **All entries for the Sustainability, Diversity & Inclusion Awards must provide:**
 - Evidence of innovative approaches/strategies/policies
 - Evidence of impact of implementation by reference to changes within company/organisation practices, position in marketplace, relationships with customers/consumers
 - Future-plans for continuous improvement
 - Quantitative data, as evidence of impact, wherever possible
- Samples are requested (not mandatory).