



## GOLDEN TAVOLA 2024 COMPETITION

### YOUR BENEFITS AS A PARTICIPANT IN THE GOLDEN TAVOLA COMPETITION

Every 2 years, a jury of professionals selects the most outstanding innovations in fine and fresh food showcased at the Tavola trade fair. The winning products receive a Golden Tavola award. Moreover, these products are given plenty of exposure before, during and after Tavola.

### HIGHLIGHTING YOUR PRODUCT AT TAVOLA 2024

- Winners + nominees
  - Own stand: Golden Tavola in hall 5
  - Tasting by chef
  - Presentation of all products by dedicated hostess
  - Chance of winning the public prize through voting by visitors after tasting
  - Presentation on the website
- Selected products 2nd round
  - Exhibition in the innovation gallery in the Rambla
  - Golden Tavola section in the fair guide for visitors

### PRACTICAL GUIDELINES

#### COMPETITION CATEGORIES

On the occasion of Tavola 2024, a competition will be held for exhibitors to select the most outstanding new product presented at the event in 4 different categories. The winner will be awarded the "Golden Tavola 2024".

- **Fine Foods in self-service:** consumer-packaged products / self-service products.
- **Fine Foods with service:** products presented as 'products intended to be served' and thus offered to consumers via a traditional service.
- **Fine Foods Foodservice:** products that are further processed by catering companies, mass caterers or restaurants before being offered to consumers.
- **Fine Foods Delicatessens:** premium consumer-packaged products and fine foods with traditional service specifically aimed at delis / specialty food stores and deli sections found in other kinds of shops.

#### NEW IN 2024:

You can select the category in which you wish your product to be rated in the first place. You can also specify other categories in which your product is also available (in a different packaging). You can thus enter your product in multiple categories (no extra charge). Products assessed in multiple categories can only win one Golden Tavola. In such cases, the jury determines the most appropriate category.

#### PARTICIPATION CRITERIA

- Entry is limited to innovative products launched onto the market between 1/03/2023 and 17/03/2024.
- A new flavour in an existing range of products is not considered a new product.

See the complete regulations further below.

For practical reasons (foreseeable cooling for the products), we would like to kindly ask you to notify us of your participation as soon as possible.

## IMPORTANT TIMINGS:

### 1st ROUND

- **Deadline inscriptions:** Wednesday 10 January 2024
- **Delivery of samples:** 11 and 12 January 2024
- **Appointments round 1:** 15 to 31 January 2024
- **Notification of participants result round 1:** 5 February

### 2ND ROUND

- **Delivery of new samples:** Thursday 15 February '24
- **Judging 2nd round:** Tuesday 20 and Wednesday 21 February '24
- **Notification of winners:** Thursday 22 February '24
- **Prize-giving ceremony:** Tuesday 5 March

**Entry price per product: €300.00 (VAT. Not included) The price includes:**

- Participation in the competition.
- Inclusion of the product in the trade fair guide and showcasing at the trade fair if the product makes it to the 2<sup>nd</sup> round of judging.
- Trophy in the event of a win.
- Communication on the winning and nominated products.

## CONTACT

For all further questions concerning the contest, please contact  
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## REGULATIONS OF THE GOLDEN TAVOLA COMPETITION 2024

### Art. 1: Description and purpose

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On the occasion of Tavola 2024, a competition will be held for exhibitors to select the most outstanding new product presented at the event. The winner will be awarded the “**Golden Tavola 2024**”.

**Within this contest we distinguish four categories: Fine Foods with Service, Fine Foods in Self-service, Fine Foods Foodservice and Fine Foods Delicatessens. Per category a trophy Golden Tavola is awarded.**

In the **Fine Foods in Self-service category, consumer-packaged products / self-service products** are accepted. The **Fine Foods with Service category** includes products presented as 'products intended to be served' and thus offered to consumers via a traditional service (**NO consumer packaging!**).

The **Fine Foods Foodservice category** includes products presented as a **product / semi-finished product / component offered to consumers by catering companies, mass caterers or restaurants which may be further processed / assembled by the latter.**

Under the **Fine Foods Delicatessens category** are **premium consumer-packaged products and products for traditional service** specifically aimed at delis / speciality food stores and deli sections found in other kinds of shops.

#### **New:**

An **identical product may be entered in more than one category, provided the packaging method for each category is different and typical of the category in question.** In case of doubt as to the correctness of the category in which the product was entered, the jury may decide to change the product from one category to another or reject it in one of the categories in which the product was entered.

The Golden Tavola will be presented per category to the best new product (Belgian or foreign) and will be selected from one of the following sectors: Potato products, vegetables and fruits, Prepared dishes and delicacy products, Bread and pastries, Delicatessen and specialties, Frozen products, Drinks (alcoholic and non-alcoholic), Coffee and tea, Dried foods, Sauces, spices, herbs and oils, Vegan product, Vegetarian products, Meat, game and poultry, Prepared meat products and deli meats, Confectionery and Dairy products.

In addition, your product can also be included in the following subgroups: Allergen-free and Gluten-free food, organic food, sustainable products, ethnic food, halal / kosher, novel foods, private brands, seasonal products and regional/local food.

Three products per category will be nominated from among the entries, and the Golden Tavola will be awarded to the best of these three.

The 2nd and 3rd place are respectively the 1st and 2nd nomination

The Golden Tavola competition underlines the pioneering aspect of the Tavola trade fair. It is designed to support the search for new products at the event and stimulate creative innovation in the sector. Because it presents innovative new products, Tavola can mobilise large numbers of visitors to come to the event. The Golden Tavola winners and finalists are a significant guideline for buyers visiting the event.

### Art. 2: Competitors

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Only companies taking part in the Tavola 2024 trade fair are eligible to enter the competition. They may only enter products which fall into the categories described under art. 1.

### Art. 3: Jury and judging

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The judging (both procedure and results) will be monitored by a bailiff.

Judging will take place in two rounds: the preliminary round and the final round. The preliminary round is to judge to what extent the product is new. This will be judged per product sector by three different buyers from the Fine foods with service/ Fine Foods in self-service/ Fine Foods Foodservice/ Fine Foods Delicatessens. The product entered must obtain a score of at least 75% to go through to the final round.

The final round will be judged on 3 categories of criteria:

**1. Innovative aspect:** evaluation of the arguments supporting the “newness” of the product, level of originality/innovation, date on which it appeared on the market, commercial value and chances of success

**2. Product itself:** appearance of the product (attractiveness, smell, colour, form), taste (initial taste, aftertaste), storage life

**3. Presentation;** commercial aspect of both packaging & labelling ( if applicable: attractiveness, information, convenience and quality of the packaging) and - If applicable - practical aspect for the shop keeper (weight, volume, content, stackability, environment)

The jury judging the final round will be composed of respected professionals from the following sectors: gastronomy, purchasing (buyers for (large) retailers / catering businesses / delicatessens / food service – not the same buyers as in the preliminary round), market research, product design, trade journals. Visitors to TAVOLA will be able to vote for what they consider to be the best innovation out of the 12 nominated products (= the top three from each category of the competition).

#### **Art. 4: Registration**

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You can register to enter the competition by submitting your entry form via the exhibitors' portal by the deadline of

10 January 2024

A maximum of 5 products per company may be entered. A registration fee of 300.00 EUR (+ VAT) is payable per product. The organisers will invoice competitors for the amount due.

#### **Art. 5: General conditions of entry**

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- a. The entrant must be an exhibitor at Tavola 2024
- b. The products entered must belong to one of the categories listed in art.1.
- c. The product must have been launched on the market between 1 March 2023 and 17 March 2024.
- d. The product must be in full compliance with all legislation regarding labelling.

Products that infringe any intellectual and/or commercial rights of ownership will under no circumstances be permitted or exhibited at the event. All exhibitors must therefore inform Kortrijk Xpo of any law cases or other legal processes pending that have any bearing on the product in question.

The same applies to any legal disputes. Should any third party file a claim against Xpo Group because their rights have been infringed by the exhibitor, the latter must indemnify Xpo Group against these claims. The exhibitor bears full liability if any of the above conditions are not fulfilled, especially if the rights of any third parties are involved, and shall undertake to pay any damages that the courts may impose on Xpo Group as a consequence of this.

The organizers cannot be held responsible for any incorrect or incomplete information which exhibitors may provide.

#### **Art. 6: Delivery of products entered for the competition**

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Products entered in the competition should be delivered to the entrance Xpo Zuid (South) of Kortrijk Xpo on Thursday 11<sup>th</sup> of January or Friday 12<sup>th</sup> of January 2024 between 8:30 and 12:00 at the following address : Kortrijk Xpo – Doorniksesteenweg 216 - 8500 Kortrijk, Belgium - Entrance Xpo Zuid (South: via entrance building adjacent to car park P3A, entrance via Kennedylaan).

The first round of the judging is completed on Wednesday 31 January 2024. New product samples for the tasting will be required of the products that move on to the final judging round. These companies will be notified on the 2<sup>nd</sup> of February 2024. New samples for tasting during final judging must be delivered no later than Thursday 15 February 2024.

Chiller cabinets and freezers are available for storage of chilled and frozen products. For the final round of judging, a fully-equipped kitchen will be available so that the products can be prepared according to the instructions on the wrapper before being served to the jury. The organisers will do their best to ensure that the tasting is carried out under optimal conditions. Nevertheless, the organisers can accept no responsibility for any decline in the quality of the products tasted (mould, contamination etc.). Competitors are therefore advised to ensure that their products are delivered in excellent condition. The products become the property of the organisers of Tavola and will not be returned after the competition.

#### **Art. 7: Prizes**

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Three finalists per category will be chosen from among the entries. The winner of the Golden Tavola FINE FOODS WITH SERVICE - FINE FOODS IN SELF-SERVICE - FINE FOODS FOODSERVICE – FINE FOODS DELICATESSENS award will be selected from these three. The winning product may be from Belgium or abroad. If no entries attain the required score to qualify for the Golden Tavola, the jury may decide that no award (for a certain category) will be

given at Tavola 2024. The Golden Tavola is a bronze trophy representing the Tavola logo: a lobster claw. Visitors to TAVOLA will be able to vote for what they consider to be the best innovation out of the 12 nominated products (= the top three from each category of the competition).

Nominees and winners will be notified on Thursday 22 February 2024. The official award ceremony will take place on 5 March 2024.

#### **Art. 8: Presentation**

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All products that go through to the final round of judging will be listed in the event catalogue and presented to visitors in the Rambla at TAVOLA 2024. A special stand will be set up at the event where the winning product and the two finalists per category will be displayed. There will be a demonstration section where a chef will let visitors taste the winning product and the two runners-up in the Golden Tavola 2024 competition.

The winner & nominees should therefore provide an adequate supply of their product.

The organization will provide photographs of the winning products and has the right to these images under the fair use Tavola. Exhibitors also obtain the right to use the photo material of their product.

#### **Art. 9: Promotion**

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An extensive publicity campaign will be set up in advance of the trade fair to promote the Golden Tavola 2024 competition and the 3 products nominated for the award: advertisements in food trade journals, digital newsletters sent to the visitors' target group, detailed announcements on the Tavola website, inclusion in the event catalogue.

The winner of the Golden Tavola 2024 of each category will receive a logo that can be used on the packaging, in the communications, etc. of the winning product.

*GOLDEN TAVOLA 2024:*

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