

INDIA INTERNATIONAL SEAFOOD SHOW 2023 PRODUCT AWARDS

MPEDA constituted awards for product innovation under three categories and distributes in India International Seafood Show. The whole motto is to encourage processors/ exporters to come up with new seafood products. The categories of awards are given below.

Categories

- i. Best Retail Packaging
- ii. Best Innovative product
- iii. Best Convenience product

Eligibility

- All applicants must be exhibitors of India International Seafood show 2023.
- An applicant can submit a maximum of 2 products per category
- Exhibitors can submit any of their best products, regardless of the date of market introduction or proposed products. Only the BEST products submitted will be chosen as finalists.
- All finalist products will be displayed in the stand located in the exhibition hall during the entire duration of the exposition.
- Products must be “market ready,” meaning that the manufacturer could take an order for them at the show.
- Products must contain at least 10% saltwater or freshwater species of fish or shellfish, or sea vegetables to qualify for the competition.
- No products using reptiles, amphibians, mammals or banned/prohibited products are allowed.

Entry Process

- All the interested exhibitors must fill in the application form for each product they wish to enter in the competition. Each question must be answered, incomplete entry forms will not be considered.
- An entry fee of Rs. 1000 per product to be made by way of DD/ At-Par-Cheque favoring India International Seafood Show 2023. The application fee should be handed over along with the product at the venue.
- All entrants will be asked to supply samples/packaging of their product to be displayed in the India International Seafood show stand, located in the exhibit hall during the entire duration of the exposition.

Finalists Selection Process:

- All entries will be screened by the contest screening committee to ensure that they meet the eligibility requirements for the competition.
- The best products will be chosen as finalists in the competition.

Winners Selection Process:

- Finalists will be judged by a panel of distinguished judges on first day of the exposition. This panel of experts may include foodservice and retail buyers, executive chefs, marketing experts and nutritionists.
- All finalists will be asked to provide additional samples and packaging of their product for the judges to evaluate. Finalists' samples will be prepared as part of the judging at no additional cost to the contestant companies.
- The winning products will be announced on the last day at the India International Seafood show.
- Winners' products will be prominently featured in the India International Seafood show stand for the remainder of the fair.

Application Deadline: 10th February 2023, 2.00 pm

Judging Criteria	% of total
Taste profile (flavor, texture, aroma, cooked appearance)	30%
Packaging (label information, environmental factors, food safety)	15%
Market potential (potential for commercial success, correct pricing and profile for target market, value [quality/price ratio])	15%
Convenience (for the end user and consumer)	15%
Nutritional value (appropriate for product and meal occasion)	10%
Originality	15%
Total	100%

All judging will be based on a numerical scale to keep it as clear and objective as possible. The tasting portion of the judging will be conducted as a blind tasting (product names and manufacturers are not identified). There will be one winner in each category.

Entry Fee: Rs. 1000 per product

other conditions

- i. Each category must have at least two products in it for an award to be given. A category will be eliminated if less than two items are entered.
- ii. The judges reserve the right to not grant an award in a category at their decision.
- iii. The judges' decision shall be final and binding.
- iv. All entry information, screening results and judging scores and comments are strictly confidential. However, product information from the winning products (not to include pricing) will be used in press information announcing the winners.
- v. Application Deadline: 10 February 2023, 2.00 pm

Please have the following information ready in order to complete your application:

- Company information
- Contact information of the person completing the form
- Contact information of the person who will be at the India International Seafood Show 2023 at Kolkata.
- Product information (product name, description, ingredients, nutritional information, target markets, benefits to buyer and consumers, packaging sizes and pricing)
- Additionally, the following materials need to be received by 10 February 2023 – 12copies of marketing materials
- 12 copies of empty packages (for retail products) or descriptive labeling
- 2 digital versions of product photographs

Benefits for the contestants

- All eligible products submitted will be displayed in the India International Seafood Show 2023 at Kolkata.
- Finalists will receive special recognition in the India International Seafood Show 2023
- Featured in a press release announcing the finalists
- Additional exposure of finalist's products on the event website.
- Winners get recognition and receive specially designed Awards at the India International Seafood Show on first day evening of the fair.
- Winners to be interviewed by and featured on MPEDA Newsletter
- Receive valuable feedback from our expert jury and written comments about each product after the competition.

**All materials must be BROUGHT TO THE EXHIBITION SITE by 14th
February 2023 and handed over to the following official.**

Please contact: