

# Now accepting nominations from product manufacturers and retailers for the 2018 *Store Brands* Editors' Picks Awards!



*Store Brands* is seeking nominations for its third-annual **Editors' Picks Awards**. The awards recognize the best new food and non-food products available for private brands. The winners will be showcased in a special feature section of the May 2018 issue.

**Registration Deadline:**

**March 27, 2018**

**Products Deadline:**

**March 29, 2018**

New products are an indispensable means of attracting retail buyers' and, more importantly, consumers' attention. *Store Brands* Editors' Picks Awards will honor the best of the past year's new offerings. Entered products will be judged on the following criteria:

**INNOVATION** — In new flavors/varieties/portion sizes, product design/functionality, new packaging, abilities to grow/develop a new and/or existing category, and positioning against the most important market and consumer trends, among others.

**TASTE/FUNCTIONALITY** — How the new product lives up to taste/quality expectations, as well as functionality and utilitarian attributes.

Winners will be recognized online and in print in a special section of the May 2018 issue. Each winner will also have the opportunity to have its product featured in a *Store Brands* Editors' Picks Sample Box sent to private brand executives of the top 200 chains.

Eligible food and non-food products must have been introduced for private branding between January and December 2017. Products introduced before or after these dates are ineligible. While the awards recognize vendors, retailers can submit products on vendors's behalf. Grocers that manufacture their own products can also submit.



## ALL FIELDS ARE REQUIRED

### 1. Application Information

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address1: \_\_\_\_\_  
Address2: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
E-mail: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

### 2. Product Information

Product Name: \_\_\_\_\_  
Product Launch Date: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Vendor Name (if submitted by retailer): \_\_\_\_\_  
Suggested Retail Price: \_\_\_\_\_  
Product Description (max 300 words): \_\_\_\_\_

Attach High-Resolution Product Photo1:

\_\_\_\_\_

Attach High-Resolution Product Photo2:

\_\_\_\_\_

### 3. Contact Information (if different from above)

First Name: \_\_\_\_\_  
Last Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
E-mail Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_

Submitted product descriptions, samples and photos will be used to judge entries, and will also be used for the editorial and photographic of all winning entries. Photos will not be returned.

**NOTIFICATION:** Winners will be notified in April 2018 and will receive national recognition and coverage in the May 2018 issue of *Store Brands*, on StoreBrands.com and in a Special Digital Issue sent to buyers at the Top 200 retail chains. Winners will also have the opportunity to participate in the Editors' Picks Sample Box that will deliver product samples to buyers at the Top 200 retail chains.

#### RULES/ELIGIBILITY:

- Multiple entries from the same company are permitted, although a separate form must be submitted for each product or line entered in the competition.
- All companies submitting entries must use the official online application.
- Entries will be judged on taste, innovation and functionality.
- Entries lacking all specified criteria will not be eligible for consideration.
- Only retail food and nonfood products introduced between January and December 2017 and designed for use in retailers' private brands programs will be eligible to enter. Eligible categories include foods, beverages, health and beauty care, over-the-counter remedies, household products and pet food.
- Online entries must be received no later than March 27, 2018. All others may be disqualified.
- Product samples are required. To submit samples:
  - Fill out the online form
  - Print out the receipt generated after submission
  - Mail the receipt and product sample to *Store Brands* for judging.
- **Do not submit more than two (2) individual samples per entry (no full cases, please).** Due to limited storage space, particularly for perishables, excess duplicative product samples may be discarded.
- All product samples must be received by March 29, 2018, and sent to: **Store Brands magazine**, Attn: Carolyn Schierhorn, *Store Brands* Editor Picks 2018, EnsembleIQ, 8550 W. Bryn Mawr, Suite 200, Chicago, IL 60631; Phone: (224) 231-6359; E-mail: cschierhorn@ensembleIQ.com.