

CALL FOR ENTRIES



Our 13th Annual Awards
Now 24 Categories!

ENTRY DEADLINE
EXTENDED
AUGUST 24TH

official rules

- All consumer packaged goods SUPPLIERS are eligible.
- Products introduced from April 1, 2008 through March 31, 2009 are eligible. CONSUMER GOODS ONLY. PLEASE, ONLY PRODUCTS DESIGNED FOR RESALE TO CONSUMERS WILL BE CONSIDERED. No store equipment or technology products are eligible.
- Entries should include supporting information such as press releases, product/service history, when introduced, c-store sales data since introduction, explanation of why this product is deserving of the award, why the product is important to the c-store channel, and what niche it fills.
- All entries must be received by August 24, 2009. Clearly mark on the outside of all shipping packages "2009 CSNEWS." In addition, frozen/refrigerated or other perishables need to be clearly marked "PERISHABLE."
- Entrants must send 3 samples of the product along with the entry form, entry fee and any supporting material all in the same package to: SupermarketGuru.com, 3015 Main Street, Suite 320 Santa Monica, California 90405; Telephone: 310-392-0448. Please also enclose a MAC format disk with an Illustrator EPS or high-res jpeg/tiff of your company logo or product logo and product shots for the awards and editorial coverage.
- There are 24 award categories (see entry form for list). Please clearly indicate which award category you are entering.
- Each entry requires a handling fee of \$125. Checks should be made payable to "Convenience Store News."
- Winners will receive: a crystal engraved award, coverage in CSNews Dailies at the NACS Show and December 14 Post-NACS issue, recognition at an awards breakfast during the NACS Show, and the right to use the 2009 Best New Product Award logo in all future promotion materials.
- Products will be judged on the following criteria:
 - Taste: The most important attribute of any food. Non-food items will be based on utility/efficiency. (30 points)
 - Value: Is it worth it? (20 points)
 - Convenience: Is size/packaging appropriate for a convenience store or to be consumed by shoppers on-the-go? (15 points)
 - Health: Based off the nutritional information, is it nutritionally balanced. (10 points)
 - Ingredients: What's in it, how natural is it, does it meet current consumer trends. (10 points)
 - Preparation*: When applicable, how accurate or good are the directions, or how easy is it to prepare (microwavable in the store). (5 points)
 - Appearance: Is it appetizing and does it resemble its photo or description. (5 points)
 - Packaging: Is it appropriate for the product and does it have any benefits such as resealability, added freshness, better storage, etc. (5 points)

*Products that do not have any preparation will have the full value of points included in their total score
- Judging will be conducted by Phil Lempert, the Supermarket Guru®.



official entry form

Separate form required for each product being entered. PLEASE PRINT.
SEND COMPLETED ENTRY FORM, 3 PRODUCT SAMPLES
AND PAYMENT TO:

SupermarketGuru.com
3015 Main Street, Suite 320
Santa Monica, California 90405
Tel: 310-392-0448

Please make checks payable to:
Convenience Store News

product name: _____

company name of product being entered: _____

date of introduction: _____ retail price of product: _____

your name: _____

your title: _____

company: _____

address: _____

city/state/zip: _____

phone: _____

e-mail: _____

CATEGORY BEING ENTERED (please check only one):

- | | |
|--|---|
| <input type="checkbox"/> Cigarettes | <input type="checkbox"/> Salty Snacks |
| <input type="checkbox"/> Other Tobacco Products | <input type="checkbox"/> Packaged Sweet Snacks |
| <input type="checkbox"/> Beer | <input type="checkbox"/> Alternative Snacks |
| <input type="checkbox"/> Wine | <input type="checkbox"/> Edible Grocery |
| <input type="checkbox"/> Liquor | <input type="checkbox"/> Non-edible Grocery |
| <input type="checkbox"/> Carbonated Soft Drinks | <input type="checkbox"/> Health & Beauty Care |
| <input type="checkbox"/> Non-carbonated Soft Drinks | <input type="checkbox"/> General Merchandise |
| <input type="checkbox"/> Candy | <input type="checkbox"/> Automotive Products |
| <input type="checkbox"/> Gum & Mints | <input type="checkbox"/> Pre-paid Cards |
| <input type="checkbox"/> Foodservice | <input type="checkbox"/> Hispanic/Latino Food & Beverage Innovation |
| <input type="checkbox"/> Packaged Ice Cream & Frozen Novelties | <input type="checkbox"/> Asian Food & Beverage Innovation |
| <input type="checkbox"/> Frozen Foods | <input type="checkbox"/> Kosher Food & Beverage Innovation |

ENTRY CHECK LIST... Remember to include:

- 3 Samples
- Entry Form
- \$125 Check for Handling Fee
- Supporting Documents
- Disk with Logos and Product Shots

ENTRIES MUST BE RECEIVED
BY AUGUST 24, 2009

