



NZ ICE CREAM AWARDS
ENTRY PACK

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CONTENTS

	Page/s
Why Enter?	3
Important Dates	4
What's New in 2020?	5
Trophies for 2020	6
Category and entry information	7-8
Entry instructions	9 -10
Terms and Conditions 2020	11- 13

THANKS TO THE AWARDS PARTNERS

GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



WHY ENTER?

The NZ Ice Cream Awards is an annual celebration of the country's best ice cream, gelato, sorbet and dairy-free frozen products. It's New Zealand's only national ice cream, gelato, sorbet and dairy-free competition and represents a unique opportunity to benchmark the best in New Zealand frozen dairy and dairy-free products.

Ice cream, gelato, sorbet and dairy-free frozen product manufacturers throughout New Zealand are encouraged to submit products for consideration with the assurance that judging is objective and transparent, conducted by an independent panel of food experts.

Brand exposure and awareness

Publicity for Supreme Champions, Category Champions, Gold and Silver medal winners and People's Choice winners, supported by the NZICMA website, NZ Ice Cream Lovers Facebook and Instagram pages, digital marketing and by the family of NZ Ice Cream Awards sponsors.

A money can't buy quality endorsement

Awards provide a quality endorsement to support marketing. Medal and Champion logos and product stickers are available for use on products which reach judging benchmarks.

Content marketing

All Champions, Gold and Silver medalists have strong content for trade marketing, e-newsletters, social media and publicity. Digital medals and social media tiles will be provided to all champions and medalists to promote award-winning products.

Authoritative judging process

Judging is conducted by an independent and experienced panel led by new Chief Judge, Jackie Matthews. Judging is conducted in a double-blind manner.

Exposure to leading food experts and influencers

Entrants build awareness and recognition of their products amongst leading New Zealand food influencers.

Trophies and Certificates

All Champions will receive trophies and a certificate. Gold and Silver medalists also receive certificates.

Feedback

All entrants will receive feedback on their entries.

Networking

Network and meet other entrants and sponsors at the Conference and/or Gala Awards Dinner.

IMPORTANT DATES

August 2020

- Announcement to media about 2020 NZ Ice Cream Awards
- Online entries open through www.nzicecreamawards.co.nz for producers with less than 10 entries. Payment will be online via PayPal.
- Companies with over 10 entries will be sent an excel spreadsheet to complete and will be invoiced by the NZICMA.
- Entry Information and a PDF of the Entry Pack are available on www.nzicecreamawards.co.nz

The Awards Administrator will send a letter to confirm receipt of each entry along with information on where and when to deliver product. Adhesive labels with judging codes will be couriered to each entrant to be affixed to each product being entered.

Wednesday 9 September

- Entries close. Entry fee is \$100 + GST (\$115) for members and \$150 + GST (\$172.50) per entry for non-members.

Monday 14 September

- Late entries close. Late payment entry fee is \$120 + GST (\$138) for members and \$170 + GST (\$195.50) per entry for non-members.

Tuesday 15 September

- Last day for adhesive labels with product codes to be couriered to entrants

Tuesday 22 and Wednesday 23 September

Judging samples to arrive at the FoodBowl, 28 Verissimo Drive, Mangere, Auckland marked to the Attention of Shona White, Chief Steward, NZ Ice Cream Awards
Samples may only be delivered between 8.30 am and 4pm on these days.

Friday 25 September

- Kids' Choice Judging

Saturday 26 September and Sunday 27 September

- Judging at The FOODBOWL

Monday 28 and Tuesday 29 September

- Audit of results

Tuesday 20 October

- Gold and Silver Medal results announced to media

Tuesday 20 to Friday 23 October

- Individual results and feedback sent to entrants via email

Wednesday 4 November

- Conference at Cordis, Auckland
- Conference Program and tickets available from 1 September 2020
- Trade and Media Ice Cream Tasting at Cordis, Auckland 3.00 to 4.30 pm
- Gala Awards Dinner at Cordis, Auckland 6.30 pm to 11 pm. Tickets \$199 plus GST
- Accommodation may be booked at the Cordis [ACCOMMODATION FOR NZ ICE CREAM](#)

WHAT'S NEW IN 2020?

1. 'Best of Fruit' is the special category for the 2020 Awards

Any ice cream, gelato, sorbet, low fat or dairy-free frozen confectionery entered should taste of and feature the fruit or fruits from the included list below. Must be made in New Zealand, available for sale in New Zealand and could also be exported.

The following are included; apricot, avocado, cherry, date, lychee, mangoes, nectarine, olive, peach, and/or plum. Hybrids; aprium, peacherine, pluot and plumcot.

2. Open Creative Ice Cream and Open Creative Gelato/Sorbet Champions

In a change to judging this year judges will score 50% for technical, 25% for innovation and 25% for execution of the idea.

3. People's Choice Awards

Voting for People's Choice Awards will run during September and into mid-October and winners will be announced at the Gala Awards Dinner on 4 November. The Awards are:

People's Choice Award for New Zealand's Favourite Ice Cream

People's Choice Award for New Zealand's Favorite Ice Cream or Gelato store.





2020 TROPHY AWARDS

Supreme Champions

- Supreme Champion
- Formula Foods Supreme Boutique Champion

Category Champions

- Synergy/GS Hall Best of Fruit Champion
- Fonterra NZ Standard Vanilla Ice Cream Champion
- Givaudan/IMCD Premium Vanilla Ice Cream Champion
- Alto/PACT Group Standard Ice Cream Champion
- Chelsea Sugar Premium Ice Cream Champion
- Open Creative Ice Cream and Open Creative Gelato/Sorbet Champions
- Sensient Technologies Gelato Champion
- Infruit Sorbet Champion
- Hawkins Watts Low Fat/Frozen Yoghurt Champion
- Dairy-Free Champion
- New Zealand Food Safety Export Champion
- New to Market Champion
- Pacific Flavours & Ingredients Kids' Choice

People's Choice Awards

- People's Choice – Favourite NZ Ice Cream
- AXIEO/DKSH People's Choice – Favourite NZ Ice Cream or Gelato Store



Number of entries allowed per category

(Please note that the number of entries per category has changed since the 2019 Awards)

	Maximum number of entries per category
1. Standard Vanilla Ice Cream only	2
2. Standard Ice Cream (may contain inclusions)	6
3. Best of Fruit	2
4. Premium Vanilla Ice Cream	2
5. Premium Ice Cream	6
6. Export Ice Cream	6
7a. Open Creative Ice Cream	4
7b. Open Creative Gelato and Sorbet	4
8. Kids' Choice	2
9. Gelato	6
10. Sorbet	6
11. Low Fat/Frozen Yoghurt	6
12. Dairy-Free	6

Categories Defined

Note all products except those entered in the **Export Category** or the **Open Creative Category** must be made in New Zealand and available for sale in New Zealand. They may also be exported.

1. Standard Vanilla Ice Cream (Must not contain any inclusions - including vanilla inclusions)	Must be a standard branded product and containing between 10% to 10.9% total fat with a minimum 10% milk fat and a solids content of between 168 and 200g/l.
2. Standard Ice Cream (May contain additions and/or inclusions)	Must be a standard branded product containing between 10% to 10.9% total fat with a minimum 10% milk fat and a solids content of between 168 and 200g/L.
3. Best of Fruit	Is an ice cream, gelato, sorbet, low fat, dairy-free product and should taste of and feature fruit from; apricot, avocado, cherry, date, lychee, mango, nectarine, olive, peach and/or plum. Or the following hybrids; aprium, peacherine, plucot and plumcot.
4. Premium Vanilla Ice Cream (May contain vanilla inclusions only)	Must be clearly positioned as a premium product with not less than 11% milk fat and a minimum solids content of 168g/L.
5. Premium Ice Cream (May contain additions and/or inclusions)	Must be clearly positioned as a premium product with not less than 11% milk fat and a minimum solids content of 168 g/L.
6. Export Ice Cream	Is any ice cream made in NZ and developed for Export which demonstrates originality and innovation. Samples should provide an indication of the market for which this product has been produced for.
7. Open Creative (Products entered should not be available for sale in any outlet) (Products must be 'scoopable' and provided in a 1 to 2 litre container)	Promotes creativity in ice cream , gelato and sorbet. This category is should not be used as an overflow from other categories. Examples of entries in this category would be product produced by individuals, students, or R&D departments of manufacturers and suppliers. Additional points will be awarded for innovation which will be judged on the use of new and different ingredients or inclusions to create a product that not only looks good but has a flavour and texture that results in a unique and positive sensory response. The highest score overall from both sections, provided they are Gold will be the Category Champion.
7a. Open Creative Ice Cream	Must have a minimum of 10% milk fat.
7b. Open Creative Gelato and Sorbet	Includes any product that does not meet the standard ice cream formulation guidelines.
8. Kids' Choice	Open to any branded product. Local school children are the judges.
9. Gelato	Must contain not less than 2% or greater than 9.9% total fat.
10. Sorbet	Should not contain any fat and is predominantly made from sugar syrup and flavourings.
11. Low Fat/Frozen Yoghurt (may contain additions)	Must be a dairy product and below 3% total fat with a minimum solids of 168 g/L.
12. Dairy-Free	Must not include any dairy product. Are a dairy-free alternative to ice cream and not a sorbet.

INSTRUCTIONS 2020

Congratulations on entering the 2020 NZ Ice Cream Awards. If you make great New Zealand ice cream, gelato, sorbet or dairy-free frozen products this is your opportunity to present it to the expert judging panel for assessment.

The NZ Ice Cream Awards are open to entries from relevant manufacturers. Entrants do not have to be members of the NZICMA.

All the important dates, and competition details are contained in this document. Please read the terms and conditions carefully before entering.

Please check the NZ Ice Cream Awards website for the most up to date information www.nzicecreamawards.co.nz

Please contact the awards team if you have any questions about the entry process.

Kathie Bartley	kathie@marvellousmarketing.co.nz	021 275 9908
Nicola McConnell	nicola@marvellousmarketing.co.nz	027 218 8120

ENTRY FEES

Entry fee is \$100 + GST (\$115) for members and \$150 +GST (\$172.50) per entry for non-members.

Late payment entry fee is \$120 + GST (\$138) for members and \$170 + GST (\$195.50) per entry for non-members.

Student Rate \$100 + GST (\$115), which is applicable to the Open Creative Category and entry must be from a recognised educational institution.

1. Entering Less than 10 Products on www.nzicecreamawards.co.nz

Complete the entry form for each product and pay the entry fee using a credit card. When completing the entry fill in an answer in ALL boxes. If the question is not relevant put 'not applicable' or NA.

Entries without payment will not be accepted.

2. Entering 10 or more products

For the entry spreadsheet please email either:
Kathie Bartley, kathie@marvellousmarketing.co.nz
Nicola McConnell; nicola@marvellousmarketing.co.nz

Confirmation of your entry

Entry ID numbers on special adhesive stickers for frozen products will be sent to you via courier and we will confirm receipt of your entry via email. Please ensure that each product you send for judging is labelled with the correct ID number.

Sending your samples

Product samples supplied must be a minimum of 1 litre and a maximum of 2 litres and in appropriate containers to enable easy scooping. Small individual polystyrene containers should not be used as lids often break in transit and they do not stack well. Please ensure containers withstand freezing otherwise they will crack and chip.

If you need 2 litre containers please indicate on the entry form or contact Kathie and these will be sent to you.

Do not send 5 litre packs, as they are too heavy to lift.

Two samples are required for each entry and must be labelled with the official numbered label that we courier to you. Please attach the entry label **on the side of the container** and not on the lid.

NZ Ice Cream Awards Medals

Medals are available to products winning Supreme Champion, Category Champion, Gold, Silver and People's Choice Awards. An order form for these medals will be sent with the judges feedback and results.

Entry in the 2020 New Zealand Ice Cream Awards is acknowledgement and acceptance of the NZICMA Inc Terms and Conditions of entry.

TERMS AND CONDITIONS 2020

Product

1. To enter, your ice cream, gelato, sorbet or dairy-free product, must be made in New Zealand.
2. All product samples entered must be 'scoopable'.

Entry information

3. All entries are only accepted if the procedure for entry is followed correctly.
 - Closing date for entries is **Wednesday 9 September 2020**. Late entries will be accepted until close of business **Monday 14 September 2020**. However, late entries will be charged at \$120 + GST (\$138) for members (compared with \$100 +GST for entries received by Wednesday 9 September) and \$170 + GST (\$195.50) per entry for non-members (compared \$150 +GST (\$172.50) for entries received by Wednesday 9 September).
4. All samples must be received by **Wednesday 23 September 2020**.
5. All entries except those in the Open Creative Category must have been manufactured and marketed commercially in New Zealand (or exported for the Export Category) during the 18 months between 1 April 2019 and 30 September 2020.
6. All entries become the property of NZICMA. When submitting an entry, you are giving permission for your details to be shared with NZ Ice Cream Awards sponsors.
7. Entry numbers are restricted for each category (refer page 7). A product can only be entered into ONE category.
8. All product samples must be a minimum of 1 litre and a maximum of 2 litres and in an appropriate container.
9. Entry fees are non-refundable.
10. If for an entrant decides not to submit an entry sample then 50% of the relevant entry fee will be refunded upon request **prior to the final delivery date** of Wednesday 23 September 2020.
11. Entrants agree not to hold the organisers responsible in the event of any accident, loss or damage from whatever cause, arising to any article or exhibit or non-delivery of the same.
12. NZICMA Members must be financial and have no outstanding subscriptions on 25 September 2020.
13. NZICMA reserves the right to buy commercial samples for comparison with entered samples. Any significant variation may result in disqualification or a downgrade in points. If subsequent to the Awards the commercial product is not found to be equivalent to the judges' sample, the NZICMA has the right to withdraw the Award.

Judging

14. All entries will be judged blind and will be scooped from the packaging for judging. The judging consists of two rounds. **Medals Round:** Gold and Silver medals are decided by judging panel. **Championship Rounds:** all the judges and a senior panel judge the highest scoring medal winners to decide the Supreme Champions and Category Champions.
15. Judging criteria is based on Cumulative Judging where points are accumulated to a possible total of 100 points on attributes.
 - Appearance will be worth a maximum of 10 points
 - Body and texture – maximum 40 points
 - Flavour – maximum 50 points
16. A sample judging sheet is available on request. Each product will be assessed by a panel of judges.
17. Entries scoring between 95 and 100 points will be awarded Gold Medals. Entries scoring between 90 and 94.9 will be awarded Silver Medals.
18. For the judging criteria for both sections in the Open Creative category the judges will score 50% for technical, 25% for innovation and 25% for execution of the idea.
19. The judging criteria is appropriately simplified for the Kids' Choice category.

20. Judges decisions are final and no correspondence will be entered into.
21. Rules and procedures are subject to change without notice if deemed necessary by the NZICMA or judges. Judges may re-categorise an entry if in their opinion the entry is not in the correct category or does not comply with the definition, as long as the entrant does not exceed the maximum number of entries for that category.

Awards Categories

22. **Supreme Champions** can only be awarded to ice cream entries from financial Members of the NZICMA and are for the most outstanding ice cream from Standard Vanilla Ice Cream, Standard Ice Cream, Best of Fruit, Premium Vanilla Ice Cream, Premium Ice Cream and Export Ice Cream. The Category Champions awards can be won by a large or boutique company. A boutique manufacturer must produce less than 500,000 litres per annum and is determined by the entrant's annual production declaration on the entry form.
23. **Category Champions** can only be awarded to entries received from Members of the NZICMA who are Gold medal winners in the particular category.
24. The **New to Market Award** is presented to the top scoring ice cream, gelato, sorbet, low fat or non dairy entry that has been launched between 1 April 2019 to 30 September 2020 to a financial member of the NZICMA. Any product entered (except those entered in the Open Creative Categories) is eligible for the 'New to Market' Champion Trophy. Entrants must mark the 'New to Market' box on the Entry Form to be eligible.
25. The **Kids' Choice** category will have a Category Champion award. Silver and Bronze certificates may be awarded to the second and third highest entries.
26. **Standard Ice Cream** must contain:
 - a minimum 10% milk fat;
 - a solids content of between 168 and 200g/L;
 - between 10% to 10.9% total fat.Products containing milk fat and total fat greater than the above Standard Ice Cream percentage definitions are Premium Ice Cream and are not eligible for the Standard Ice Cream categories. Products containing less than 10% milk fat should be in Open Gelato or Sorbet, Gelato, Sorbet, Low Fat or Dairy-Free.

Marketing

27. The Supreme Champions, Category Champions, Gold, Silver and People's Choice winners are entitled to use the appropriate medal logo and must follow the official NZ Ice Cream Awards Brand Identity and Publicity Guidelines.
28. All products entered in ice cream, gelato, sorbet, low fat and dairy-free categories receive the appropriate gold or silver certificates for their entries.
29. A Trade and Media Tasting will be held on Wednesday 4 November 2020. Those who win Gold and Silver awards will be invited to sample their winning products.
30. Entrants may also be requested to provide a limited number of samples of award-winning products for our platinum and gold sponsors as part of their sponsor benefits.

Publicity Guidelines

To protect the integrity and credibility of the NZ Ice Cream Awards NZICMA members, entrants and award winners must abide by the following conditions:

- Any advertising, promotion or publicity relating to or referring to the NZ Ice Cream Awards must not be false, misleading or deceptive.

- Only the NZ Ice Cream Awards medal logos shall be used to promote the respective award medal won by a product entered in the NZ Ice Cream Awards.
- The NZ Ice Cream Awards medals remains the intellectual property of the NZICMA and must not be changed without written consent from the NZICMA Executive Committee.
- When the medal logo is incorporated into product labelling or promotional material, it must only be used in conjunction with the product which has won the respective award, and without any changes to the formulation of the awarded product.
- When promoting the award (in either owned channels or paid channels), it must say the year that the award was won.
- There is a maximum promotion period of **three years**, post the date of receiving the award, for promoting the award on all channels including packaging, websites, emails, signage, promotions, presentations, digital and social platforms.
- Examples of appropriate wording for promoting the NZ Ice Cream Awards, are as follows: - -
Supreme Champion “Supreme Champion, as judged in the 2020 NZ Ice Cream Awards”
Category Champion “Best (*flavour/product*), as judged at the 2020 NZ Ice Cream Awards”
Gold or Silver Medals “Gold/Silver medal winner, as judged at the 2020 NZ Ice Cream Awards”
- No NZICMA member, entrant or award winner must refer to the results of other entrants in their own publicity.
- An NZICMA member, entrant or award winner must not develop new awards logos representing results obtained at the NZ Ice Cream Awards, without permission from the NZICMA Executive Committee; nor should a NZICMA member, entrant or award winner invent or develop awards logos inferring national recognition even if no mention of the NZ Ice Cream Awards is made.
- It is expected that all those involved with promoting the awards, marketing teams, communication teams, agencies, are fully briefed on these conditions.
- The NZICMA Executive Committee has the mandate to take appropriate sanction against any member, appropriate sanction against any member, entrant or award winner found to be breaching these publicity rules.

FURTHER QUESTIONS?

Please contact the awards team if you have any questions about the entry process.

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