

GDOWEEK

MARK UP

Better Future Award 2021

RULES



ENTRY RULES

1. The organizer

During the TUTTOFOOD event (Milan 22-26 October 2021) the Better Future award 2021, organised by GDOWEEK and MARK UP magazines, will take place to recognise examples of food excellence from exhibitors at the event.

2. The entrants

The “Better Future Award 2021” is open to all food & beverage **exhibitors**, and the following macro-categories in particular:

- *dairy*
- *meat*
- *fruit*
- *health*
- *drink*
- *sweet*
- *frozen*
- *seafood*
- *pasta*
- *oil*
- *grocery*
- *digital*

Products and projects may only be entered by companies who have registered with the 2021 edition of TUTTOFOOD and who have completed the competition registration form and sent the required material by the deadline specified for each award.

Each exhibitor can enter their product or project for three awards:

1. Award for Innovation
2. Award for Ethics and Sustainability
3. Award for Packaging

The winners of the three awards will be determined by a panel of experts.

There will be 3 winners for each category: the winner who comes first will receive the award and the two runners up will be recognised.

3. How to enter

Exhibitors wishing to take part in the competition should register by using the following link

[Better Future Award 2021](#)

In order to be considered valid, all registration forms must be completed correctly and returned promptly, according to the competition guidelines, please note that **THE DEADLINE FOR EACH AWARD IS FINAL AND NON-NEGOTIABLE.**

Each exhibitor may enter **products present in Italian large-scale retail distribution and/ or in the HORECA channel.**

4. Preliminary check and product selection

The organisers will carry out a preliminary check to ensure that the products fully satisfy the pre-requisites and the registration process.

The products will be assessed by the judging panel, their decision will be final.

5. The judging panel and the inning products

All the shortlisted products will be assessed by the judging panel, the votes will remain secret in the interests of the participating exhibitors.

The results of the competition will be posted on the Tuttofood website (www.tuttofood.it), on the [awards website](#) and **in issue number 2 of the GDO WEEK newspaper @ Tuttofood distributed on the 3° and 4° day of the event**, as well as in the Retail data base on the day of publication (25 October 2021).

6. The awards

1. Award for Innovation

This award recognises companies which have distinguished themselves for innovative products, this means the development of new products which are able to guarantee a certain competitive difference, or an improvement on products already available on the market, which doesn't radically change the product but tries to make it better, to enhance it, to make it more consistent with market demands, via the use of new materials or the innovative use of existing materials and products, with the aim



of introducing new functions and satisfying specific consumer needs.

One requirement for entry to the competition is that products must have been on sale in Italian large-scale retail distribution since January 2021.

REGISTRATION DEADLINE: 1st September 2021 10.00a.m.

Judging panel: Innovation processes Experts

2. Award for Ethics and Sustainability

Sustainability always arouses great interest amongst consumers as they recognise how important it is for companies to be active in the CSR sphere if they want to prosper in the future. Sustainable can be defined as development which satisfies the needs of the current generation without compromising the ability of future generations to meet theirs. Development ethics are implicit in order to satisfy the needs of the current and future population, as are respect and promotion of traditional knowledge and continuous scientific research. The award will go to companies who have distinguished themselves over the past two years in the following areas:

- 1- Industrial and supply chain processes
- 2- Greening
- 3- Terri-community
- 4- Education
- 5- Work
- 6- Health, minorities and society
- 7- The Southern part of the world

REGISTRATION DEADLINE: 1st September 2021 10.00a.m.

Judging panel: Ethics and Sustainability Experts

3. Award for Packaging

The evolution of packaging goes hand in hand with the development of the industrial world, of consumption, of companies' operative and logistic processes and with the ever increasing focus on the environment. Consumers' and producers' growing interest in the environment has led designers to rethink packaging, to reduce its impact on the environment to a minimum while guaranteeing that the protective and informative functions remain unaltered.

So, this award recognises the design element of packaging, along with its communicative and functional purposes while taking into account how it informs the consumer and how environmentally friendly it is.

One requirement for entry to the competition is that products must have been on sale in Italian large-scale retail distribution since January 2021.

REGISTRATION DEADLINE: 1st September 2021 10.00a.m.

Judging panel: Packaging Experts

7. Awards

The winning exhibitors will receive a plaque as well as the right to use the Better Future Award logo.



The winners will also be featured on the Tuttofood website (www.tuttofood.it) in the section devoted to the competition as well as on the [awards website](#).

Information and support:

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