

# GDOWEEK **MARK UP**

## BETTER FUTURE AWARD 2026



# RULES

## ENTRY RULES

### 1. The organizer

During the TUTTOFOOD event (Milan 11-14 May 2026) the Better Future Award 2026, 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 2025” is open to all food & beverage **exhibitors**, and the following macro-categories in particular:

- Water And Soft Drinks
- Meat
- Deli Meats
- Milk, Cheese And Dairy Products
- Plant, Fruit And Vegetable Preserves
- Fresh Dehydrated And Dried Fruit And Vegetables
- Fish And Animal Preserves
- Coffee, Tea, Cocoa
- Oils, Vinegars And Dressings
- Pasta, Rice, Ethnic Products, Cereals And Flours
- Bakery Products And Special Occasions
- Wine, Beer And Alcoholic Beverages
- Frozen Products
- Ready Meals And Deli Preparations
- Sauces
- Raw Materials, Ingredients And Semi-Processed Products
- Health And Baby Products
- Sweet And Savoury Snacks
- Services And Equipments
- Fish, Shellfish and Seafood

Products and projects may only be entered by companies who have registered with the 2026 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 one of these six awards:

- 1. Award for Product Innovation**
- 2. Award for Ethics and Sustainability**
- 3. Award for Packaging Innovation**
- 4. Award Away From Home**

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5. **Private Label Award**
6. **Wellness & Organic Award**

The winners of each award will be determined by a panel of experts.

For Ethics and Sustainability, Packaging Innovation, Away From Home, **Private Label Award, Wellness & Organic Award** there will be 3 winners (1st, 2nd, and 3rd place). For the area Product Innovation, 1<sup>st</sup> place will be selected and awarded for each category:

**Water and Soft Drinks**

**Coffee, Tea, and Colonial Products**

**Meat**

**Vegetable Preserves, Fruit and Vegetables**

**Fresh, Dehydrated, and Dried Fruit and Vegetables**

**Sweet Snacks**

**Savory Snacks**

**Milk, Cheese, and Dairy Products**

**Raw Materials, Ingredients, and Semi-Finished Products**

**Oils, Vinegars, and Condiments**

**Pasta, Rice, Ethnic Products, Cereals, and Flours**

**Fish, Shellfish, and Seafood**

**Ready Meals and Gastronomy Preparations**

**Bakery Products and Seasonal Specialties**

**Health Foods, Baby Products, and Plant-Based Foods**

**Frozen Products**

**Sauces**

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Cured Meats

Services and Equipment

Wine, Beer, and Spirits

### 3. How to enter

The official website of the event is <https://www.tuttofood.it/en/bfa-2026/>.

Exhibitors wishing to take part in the competition should register by using TUTTOFOOD exhibitors' portal (the same used for fulfilling the exhibitors' catalogue of the show). Every exhibitor could submit up to 5 products or product lines.

In order to be considered valid, all submissions must be fulfilled correctly and promptly uploaded, according to the competition guidelines **BY MARCH 23RD**. Please note that **THE DEADLINE FOR EACH AWARD IS FINAL AND NON-NEGOTIABLE**.

Each exhibitor may enter **products launched in the large-scale retail distribution and/or in the HORECA channel no earlier than January 2026**.

### 4. Preliminary check and product selection

The organizers 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 and GdoweeK website ([www.gdoweeK.it](http://www.gdoweeK.it)) in the awards website <https://www.gdoweeK.it/better-future-award-2026/> and **in the special edition of GDOWEEK newspaper @Tuttofood distributed during the event**, as well as in the Retail data base on the day of publication of the special issue.

### 6. The awards

#### 1. Award for Product 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

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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.

## **REGISTRATION DEADLINE: 23 March 2026**

Jury composed of product innovation 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. Sustainability 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: 23 March 2026**

Jury composed of sustainability experts

### **3. Award for Innovation 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 recognizes 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.

**REGISTRATION DEADLINE: 23 March 2026**

Jury composed of packaging experts

4. **Award Away from Home**

The award aims to recognize companies that have stood out in innovation and/or packaging within the HoReCa category.

**REGISTRATION DEADLINE 23 March 2026**

Jury composed of Horeca experts

5. **Private Label Award**

The Better Future Award recognizes the retailer's ability to become a true "creator" of value. The evaluation goes beyond price, focusing instead on packaging excellence, recipe innovation, and the retailer's capacity to interpret emerging consumer trends. The winning private-label product is the one that manages to compete with — or even surpass — branded industry products in terms of organoleptic quality and supply-chain sustainability.

**REGISTRATION DEADLINE 23 March 2026**

Jury composed of Private Label experts

6. **Wellness & Organic Award**

**This category celebrates products that combine health and taste.** The award focuses on items that feature rigorous organic certifications or enhanced nutritional properties (no added sugars, high fiber content, clean label). The goal is to highlight innovation that makes "healthy eating" accessible, transparent, and aligned with a sustainable lifestyle.

## REGISTRATION DEADLINE 23 March 2026

Jury composed of Wellness & Organic 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 and GdoweeK website ([www.gdoweeK.it](http://www.gdoweeK.it)) in the section devoted to the competition as well as on GdoweeK website (<https://www.gdoweeK.it/better-future-award-2026/>).

#### *Information:*

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