

## 1. Company details Please complete all details below

Company \_\_\_\_\_  
 Name \_\_\_\_\_  
 Job Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 Postcode \_\_\_\_\_  
 Country \_\_\_\_\_  
 Email \_\_\_\_\_  
 Website \_\_\_\_\_  
 Tel \_\_\_\_\_  
 VAT No. (EU only) \_\_\_\_\_



This is to confirm your award submission/s for the following category/categories in the **IDF Dairy Innovation Awards 2011**.  
**Only €150 per category (€150 + VAT for UK entrants)**. *Open to products and campaigns launched since 1 June 2010.*

## 2. Awards categories Please tick which category/categories you would like to enter, along with the product name and total price

Category	Product/initiative name	Please tick	Total
<b>Brands and products</b>			
Best new cheese			€ 150
Best new butter or spread			€ 150
Best new ice cream			€ 150
Best new dairy drink (including yogurt drinks and added value liquid milk)			€ 150
Best new functional dairy product (including pre- and probiotic dairy products)			€ 150
Best new whey protein based drink or product			€ 150
Best newcomer brand or business			€ 150
<b>Nutrition and health</b>			
Best health education or nutri-marketing initiative			€ 150
Best school milk initiative ( <i>Free to enter</i> )			FREE
<b>Sustainability</b>			
Best environmental sustainability initiative			€ 150
<b>Ingredients</b>			
Best new ingredient for dairy foods or beverages (including functional ingredients, and product enhancing ingredients such as flavours, texturisers, sweeteners or colours)			€ 150
<b>Packaging</b>			
Best new packaging innovation for dairy foods or beverages			€ 150
<b>Consumer marketing</b>			
Best consumer TV / cinema advertisement or social networking marketing campaign – YouTube / FaceBook / Twitter / etc.			€ 150
Best print marketing, store promotion, point of sale campaign or activation			€ 150
<b>Generic marketing</b>			
Best generic dairy marketing campaign			€ 150
			<b>Total</b> €

## 3. Notes and how to enter

1. Check the details on this form and sign, email or fax back together with payment option to +44 (0)1225 327891. We will then send you an invoice (payment is due on receipt of invoice). You may enter more than one category. **Only €150 per category** (€150 + VAT for UK entrants).
2. Provide a product image (jpg) and approximately 200 words describing how the product meets the chosen category criteria.
3. Email your entry (all images and copy) to **chris.leversha@foodbev.com**
4. Please post one product sample per category entered. Samples should be delivered no later than Wednesday 31 August 2011. Samples will not be returned.
5. All samples are to be sent to:  
**Chris Leversha**  
**FoodBev Media Ltd**  
**7 Kingsmead Square, Bath BA1 2AB United Kingdom**



**Closing date for entries: Friday 22 July 2011**  
 If payment has not been received by this date, your entry will be withdrawn

## 4. Payment Please complete your payment details below

**Credit card** Credit cards will be processed in £ sterling at the prevailing exchange rate



Card number

Cardholder's name

Expiry date

Security code\*

\* (last 3 digits on reverse/4 digits Amex)

Signature \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Euro cheque** Cheques should be made payable to FoodBev Media Ltd

**Bank transfer**  
 A bank transfer in full without deductions will be made to FoodBev Media Ltd at National Westminster Bank, Bath Stuckeys Branch, PO Box 1680, Bath BA1 3TJ, UK. Sort Code 60-02-05, Swift / BIC Code NWB KGB 2L.  
 Euro Account No 550/00/62180134 IBAN No GB14 NWBK 6072 0362 1801 34

## 5. Signature and confirmation

Signature \_\_\_\_\_ Date \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Print name \_\_\_\_\_



**More information**  
 For more information, please visit **www.idfdairyinnovationawards.com**  
 or contact Chris Leversha:  
 +44 (0)1225 327850  
 chris.leversha@foodbev.com



By ordering an awards entry, FoodBev Media Ltd will automatically provide you with information relating to awards and other FoodBev Media-related products or services via email, direct mail or telephone. From time to time FoodBev Media Ltd will allow carefully selected third parties to contact you about their products and services. Please indicate your preferences below:  
 YES I would like to receive carefully screened and work-related emails from third parties  Please tick here if you do not want to receive work related direct mail from carefully selected third parties  
 Please tick here if you do not want to receive relevant work related information by telephone from carefully selected third parties