

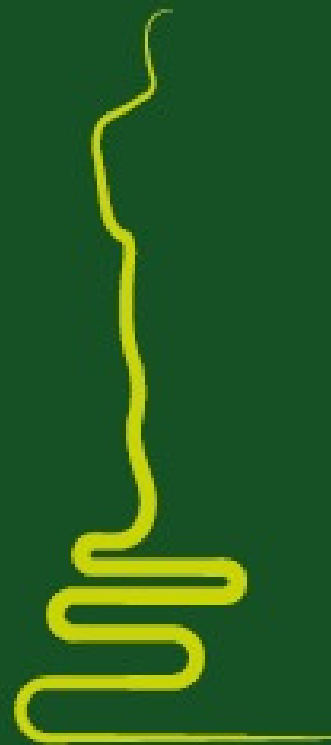


ENTRY INFORMATION

THE

IFSA'S

THE IRISH FOODSERVICE
SUPPLIER AWARDS



AWARDS OVERVIEW

WELCOME

We are delighted to launch the IFSA's Award Programme 2021. Following on from the success of the inaugural awards in 2020, The IFSA'S are aimed at showcasing the wealth of innovation and technology which our members continually bring to market each year.

We are delighted to have an independent judging panel with a wealth of knowledge specific to our Industry.

In order to best judge all of the entries the judging process will take place in two stages; the first will be a preliminary judging session based on your entry, and the second will be a formal presentation of shortlisted entries providing the judges with a better understanding of the product or service. Winners will be announced at a live webinar on 29th April and winning products will be displayed at the special showcase area at CATEX 2021.

Patrick Clement

IFSA Chairman



THEME & FOCUS

The key environmental challenges facing the food service sector remain;

- Carbon emissions reduction
- Food waste minimisation
- Elimination of single use plastics
- Water management

For 2021 the theme of The IFSA's will be "**Sustainability and the Circular Economy**", highlighting the Industry's continued focus on environmental issues and suppliers' response to the ever evolving need to develop practices in line with the circular economy concept.

AWARDS

Each category winner will receive

- A winning certificate.
- Award.
- Coverage in our media partners' publication – Hotel and Restaurant Times.
- Display space at CATEX 2021.
- Winners will be issued with the official IFSA'S brand to use on their own promotional material and packaging.

AWARDS CATEGORIES

BEST SUSTAINABLE PACKAGING PRODUCT

AWARD 2021

Suppliers can enter sustainable packaging products. Special consideration will be given those products which have a circular economy focus.

NATIONAL FOODSERVICE SUPPLIER OF THE YEAR

AWARD 2021 (Industry Nominated)

Industry nominations will be accepted for National Foodservice Suppliers which demonstrate excellence in quality, service, and range. Votes will be taken on shortlisted entries via Chef Network / General Industry.

ENERGY EFFICIENCY IN LIGHT CATERING EQUIPMENT

AWARD 2021

Suppliers can enter their light equipment, smallwares and ancillary product innovations which provide operators with energy efficiencies and enhances sustainable business practices.

BEST FOODSERVICE TECHNOLOGY PRODUCT - BACK OF HOUSE

AWARD 2021 **** NEW CATEGORY**

Suppliers can enter foodservice technology products or services which enhance operators efficiency back of house through technology, such as food waste measurement, rostering systems, food ordering services.

BEST SUSTAINABLE FOOD PRODUCT

AWARD 2021

Open to Producers and Suppliers with food products produced in a manner that simultaneously protects and enhances the natural environment and the local community.

LOCAL/DIRECT FOODSERVICE SUPPLIER OF THE YEAR

AWARD 2021 (Industry Nominated)

Industry nominations will be accepted for Local / Direct Foodservice Suppliers which do not operate via an intermediary or distributor and demonstrate excellence in quality, service, and range. Votes will be taken on shortlisted entries via Chef Network / General Industry.

ENERGY EFFICIENCY IN HEAVY CATERING EQUIPMENT

AWARD 2021

Open to Suppliers to enter their Heavy Equipment product innovations and solutions designed to help foodservice operators achieve efficiencies and which are cost effective and sustainable over their life cycle.

BEST FOODSERVICE TECHNOLOGY PRODUCT - FRONT OF HOUSE

AWARD 2021 **** NEW CATEGORY**

Suppliers can enter foodservice technology products or services which enhance operators efficiency front of house through technology such as restaurant online ordering, table booking systems or interactive websites.



JUDGING PANEL

Maurice Bergin (Chair) | Managing Director, Green Hospitality



Maurice Bergin is the Managing Director of the Green Hospitality Programme incorporating GreenTravel.ie and the GREENMark. He is the leading expert on environmental and resource efficiencies within the Irish Hotel & Hospitality Sector. Identifying an industry need through his food hygiene consultancy he developed an environmental programme called the Green Fáilte Award which grew into the current Green Hospitality Programme, now internationally recognised as the Irish Hotel Environmental Standard. He has worked with hundreds of hotels across Ireland and assisted them in reducing their energy, water and waste costs since 2000 – delivering c. €70-80 million in savings over that period.

Brian Walsh | Packaging Technologist, Repak



Brian Walsh is responsible for the management and implementation of Repak's Packaging Waste Prevention Programme "Prevent & Save" and also manages Repak's Plastic Pledge Programme. He advises manufacturers and retailers on Packaging Optimisation and Packaging Waste Prevention initiatives, both in-house and on-site. With in excess of nineteen years working with businesses such as Britvic Ireland, Punch Industries and Westrock Healthcare Packaging Ltd., Brian has a wealth of supply chain and packaging knowledge. Brian holds a BSc. in Food Science from Letterkenny Institute of Technology, an MSc. in Environmental Management from the University of Ulster and a Diploma in Packaging Technology from the Institute of Materials, Minerals and Mining.

Keith Waren | Director FEA UK, Food Equipment Association UK



As Director of the UK's foodservice equipment association, FEA, Keith has experience and knowledge of key equipment policy and regulatory developments in representing 200 companies across the breadth of the equipment sector. The FEA is a member of the European federation EFCEM and Keith is the former chair of its technical committee and has represented the industry in Europe.

Tony McGuigan | Head of Procurement and F&B Projects, Dalata Hotel Group PLC



Tony began his career as a chef and spent fifteen years in a variety of roles at London Hotels, including Sous Chef at Westbury Hotel Mayfair and Executive Chef at Kensington Close Hotel. Tony then transitioned into food and beverage management spending 5 years with Forte Hotels and then successively opening the four-star London Bridge and Kensington House Hotels in a consultant capacity. Tony moved back to Ireland in 2000 and following 7 years with Choice Hotels Ireland, he joined Dalata Hotel Group with responsibility for the Group's food and beverage operations. In 2010 Tony took control of all aspects of procurement for the Group in Ireland and UK.

Guillaume Oates | GFD Associates -Independent Foodservice Design Consultants



Guillaume has 40 years' experience of most sectors of the catering industry including commercial, working as a caterer, and restaurant owner with experience in refrigeration, catering equipment and Stainless-Steel fabrication, coupled with designing meal distribution systems for institutions. As the Managing Consultant of G F D Associates, Guillaume has an invaluable mix of disciplines and considerable experience of the Management and Design of catering establishments. He has worked with major Foodservices and Hospitality providers, designing restaurants for the HSE, OPW, UCD and Maynooth Universities and Technical Colleges Waterford and Athlone.

Seán Graham | Chief Information Officer – PREM Group



A career Hotelier, Seán has been working in the Hotel and Hospitality sector for over 25 years. Having worked with groups such as Ryan and Choice hotels in Ireland the UK and Germany, Sean joined PREM Group in 2002 and held many different roles at hotel and group operations level. For 11 Years, Seán held the position of Group IT Manager for PREM Group and in 2018 moved into his new role as Chief Information Officer to concentrate on new systems and technologies for the group. Seán is also member of the InterContinental Hotel Groups owners association European Technology committee since 2008.

CRITERIA

- Deadline for entry process – **5pm on Friday, 7th May 2021**
- Simply complete the entry form below by choosing the category you wish to enter – products can be entered into more than one category.
- Attach any links, images or accompanying product information to your entry. No samples are required at this stage. In order to maximise the exposure for all of the exciting entries to the IFSA's 2021, IFSA will be showcasing all entries on the IFSA and CATEX website throughout the entry period. Each entrant can submit a short (max 2 minutes) video outlining the features of their product / service. (see video brief below).
- Entrants can enter more than one product as well as entering the same product in more than one category where applicable.
- IFSA Members can be enter the awards for a fee of €50.00 per product/service entered. A fee of €100.00 per product/service entered will be applied to non-members.
- Entrants must be either IFSA Members OR Exhibitors at CATEX 2021.
- Only products launched to market within the 12-month period preceding the entry (i.e. after Dec 2019) can be entered.
- National Supplier of the Year and Local / Direct Supplier of the Year will be industry nominated entries. Chefs will be asked to nominate suppliers on or before **Friday, 7th May**. Votes will then be taken on the top shortlisted entries who receive the most nominations.
- Local / Direct Supplier of the Year will be categorised as suppliers who supply / deliver direct to the customer without the use of an intermediary.
- Shortlisted finalists will be invited to participate in a 'Dragon's Den' style presentation on the 14th June.
- Shortlisted entrants will be notified in advance of their presentation timeslot on the 14th June.
- Shortlisted entrants are encouraged to include some video material within their presentation to the judges. Power point presentations may also be used.
- Each presentation will last 10 minutes after which judges may ask for additional information.
- Winners will be selected from the shortlisted products and announced via live webinar on 17th June.
- The judges' decision is final in all matters relating to this competition and no feedback will be given concerning judge's deliberations.
- Winning entries will be showcased in an IFSA's Display Area at CATEX in November 2021.

VIDEO SUBMISSION BRIEF

- In order to Maximise the exposure for all of the exciting entries to the IFSA's 2021, IFSA will be showcasing all entries on the IFSA and CATEX website throughout the entry period. Each entrant can submit a short (max 2 minutes) video outlining the features of their product / service.
- Videos should be hosted on our own youtube channel or other on-line platform and a link should be submitted with your entry information.
- When formulating your video, consider addressing the following questions:
 1. What are the 2-3 main features of my product / service?
 2. What differentiates it from other similar offerings?
 3. Why does my product qualify for entry in my chosen category?
 4. How does my product contribute to the circular economy?
- Shortlisted entries will be invited to pitch their products to the judges ahead of final judging. All shortlisted entrants are encouraged incorporate some form of video into the pitch. This can be same video used for the entry showcase or it can be a modified version. Pitches will be 10 minutes so the pitch video should be no more than 2 minutes in length.

HOW TO ENTER

Stage One

- Simply complete the entry form below by 7th May by choosing the category you wish to enter – products can be entered into more than one category.
- Supply an accompanying overview and video of the product entered and attach any links or accompanying product information.
- No samples are required at this stage.

Stage Two

Preparing for the presentation to the Judging panel:

- Shortlisted finalists will be notified in advance of their timeslot on 14th June.
- Shortlisted finalists can present their video and/or PowerPoint presentation. Entrants will be informed in advance if it will be possible to supply samples to the judges.
- Each presentation will last 10 minutes after which judges may ask for additional information.

[CLICK HERE](#)
[TO ENTER](#)

