



2010 sofi awards CALL FOR ENTRIES



“Retailers and media alike deliberately sought out our booth at the Fancy Food Show based on our sofi Gold win.”

–Heather Chu, Dufflet Small Indulgences, 2009 sofi Gold Award, Outstanding Confection

Part 1	
Deadline: Thursday, April 8, 2010	
<ul style="list-style-type: none"> • Accepting Submissions: Thursday, April 1 – Thursday, April 8 • Judging: April 14 - 16 • Fee: \$50 per entry (maximum five entries per company) • Award Categories: 31 	
Entry Requirements	
<ul style="list-style-type: none"> • Fact Sheet: Two copies per entry; Three for refrigerated/frozen products • Registration Form: One copy. List all entries, include payment information. • Payment: Check or credit card. Make checks payable to NASFT sofi Awards. Entry fees may be charged to American Express, Visa or MasterCard. 	
Post Judging	
<ul style="list-style-type: none"> • Finalists Notified: April 19 • Finalists Announced: Week of April 19 • Feedback Scores: Mailed to all entrants by mid-June 	
Part 2	
Deadline: Friday, May 28	
<ul style="list-style-type: none"> • Award Categories: Outstanding New Product, Outstanding Product Line • Entry Forms: mailed to NASFT members by April 30 • Accepting Submissions: May 24 - May 28 • Judging: June 3 – 4 	
Post Judging	
<ul style="list-style-type: none"> • Finalists Notified: June 7 • Feedback Scores: Mailed by mid-July 	
Gold Judging	
<ul style="list-style-type: none"> • Summer Fancy Food Show: June 27 -28 • Gold Winners Announced: June 28 	

REGULATIONS

1. The sofi competition is for NASFT members only.
2. 2010 Member dues must be paid in order to enter.
3. Products must be ready for sale.
4. NASFT judges retain right to move products between categories as they see fit.
5. All forms, products and payment must arrive together.
6. Submissions cannot be returned. Extra products will be donated to a local food bank.



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REGISTRATION FORM - PART 1

Deadline: Thursday, April 8

Print clearly or type. Forms also available at specialtyfood.com/sofi.

Member Information

COMPANY _____ NASFT MEMBER ID#* _____

CONTACT _____

E-MAIL _____ WEBSITE _____

PHONE _____ FAX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Entries

Entry	Award Category <i>(see enclosed list)</i>	Product Name
#1		
#2		
#3		
#4		
#5		

Payment

	x	\$50 PER ENTRY	=	\$
NUMBER OF ENTRIES				TOTAL

CHECK ENCLOSED FOR \$ _____
 ALL PAYMENTS: U.S. Funds only, drawn on U.S. Bank, payable to NASFT sofi Awards Competition.

CREDIT CARD INFORMATION: AMEX MASTERCARD VISA

CARD NUMBER _____ EXP. DATE _____ / _____

CARDHOLDER NAME _____ ZIP CODE _____

AUTHORIZED SIGNATURE _____

Accepting submissions: Thursday, April 1 - Thursday, April 8
Mail to: NASFT/sofi Awards, 136 Madison Avenue, 12th Floor, New York, NY 10016

Go to specialtyfood.com/sofi for more information & forms

*Forgot your member ID number? Please contact NASFT's Membership team at membership@nasft.org or 212.482.6440 x41



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FACT SHEET - PART 1

Deadline: Thursday, April 8

Fill out separate sheet for each entry. Print clearly or type. Forms also available at specialtyfood.com/sofi.

COMPANY _____ NASFT MEMBER ID#* _____

CONTACT _____

E-MAIL _____ WEBSITE _____

PHONE _____ FAX _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PRODUCT NAME _____ DATE INTRODUCED _____

AWARD CATEGORY _____

What makes this product outstanding? (Text shrinks to fit).

\$
Cost to retailer

\$
Suggested retail price

Package Size (e.g., 4-Ounce, 12 Fluid Ounces)

Additional Information (ie: Different sizes or flavors available). You may enclose sell sheets or marketing materials.

Please provide 2 copies of Fact Sheet per entry; 3 for perishable products.

I affirm that all information provided regarding this entry is accurate, and that the samples submitted are representative of products that are available for sale. I understand that the judges' decisions are final, and I hereby release the judges and the NASFT from any and all claim or liability related to this activity.

NAME _____ SIGNATURE _____ DATE _____

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