



2010 sofi awards

PART 1: Award Categories

Deadline: April 8, 2010

1	Appetizer, Antipasto, Salsa or Dip	Includes pickled vegetables, stuffed grape leaves, olive medleys, bruschetta, cheese balls, guacamole, etc.
2	Baked Good, Baking Ingredient or Cereal	Ready-to-eat breads, muffins, pastries, etc., as well as dry mixes and frozen baked goods; flours, sugars, extracts; oatmeal, granola, etc.—Does NOT include cookies or crackers.
3	Cheese or Dairy Product	Includes cheese and dairy products such as butter, milk, yogurt, etc.; does NOT include ice cream or frozen desserts.
4	Chocolate	
5	Classic	Product must be on the market for a least 12 years (since 1997).
6	Cold Beverage	
7	Condiment	Mustards, chutneys, relishes, tapenades, sandwich spreads, etc.
8	Confection	Includes all non-chocolate confectionery such as fruit- or nut-based candies, gummy candies, nougat, lollipops, etc.
9	Cookie	
10	Cooking Sauce or Flavor Enhancer	Includes finishing, simmering, dipping sauces, etc., as well as barbecue sauces, marinades, grill glazes, hot sauces, spices, spice blends, dry rubs, salts, etc. Does NOT include pasta sauce.
11	Cracker	
12	Dessert or Dessert Topping	Fresh, frozen and dry mix dessert items such as cakes, tarts, pies, puddings, pastries, ice cream, sorbet, etc. as well as dessert sauces and syrups.
13	Diet and Lifestyle Product	Must meet at least one of these criteria: sugar-free, fat-free, gluten-free, wheat-free, sodium-free/low-sodium, vegan.
14	Food Gift	Gift packs, gift sets, items in decorative packaging, etc.
15	Frozen Savory	Includes frozen entrées, hors d'oeuvres, side dishes, pizzas, etc.
16	Hot Beverage	
17	Innovation in Packaging Design or Function	
18	Jam, Preserve, Honey or Nut Butter	
19	Meat, Pâté or Seafood	
20	Non-Food Specialty Item	Utensils, cookbooks, housewares, etc.
21	Oil	
22	Pasta Sauce	
23	Pasta, Rice or Grain	Dry, fresh or frozen pasta products; noodle kits; rice, rice mixes or rice bowls; other products such as couscous, quinoa, polenta, etc.
24	Perishable Foodservice Product	Refrigerated or frozen products packaged in bulk or amenity sizes and designed to be used by restaurants, caterers, hotels etc.
25	Pet Product	
26	Salad Dressing	
27	Shelf-Stable Foodservice Product	Shelf-stable products packaged in bulk or amenity sizes and designed to be used by restaurants, caterers, hotels etc.
28	Snack Food	Nuts, chips, pretzels, trail mixes, energy bars, popcorn, etc.
29	Soup, Stew, Bean or Chili	Canned, jarred, fresh or frozen products as well as dry mixes, bases and broths.
30	USDA-Approved Organic Product	Must be labeled with USDA Organic seal.
31	Vinegar	

PART 2: Award Categories

Deadline: May 28, 2010

32	Product Line	To be eligible, the Product Line must have at least 6 items under same brand name. To enter, send only 3 different products in the line, plus support material, such as a sell sheet.
33	Outstanding New Product 2010	Must be introduced after July 1, 2009.