



2010 sofi™ Awards

Frequently Asked Questions

“Being a sofi Gold winner has given us an edge, with an instant talking point that anyone in the food industry recognizes as an extremely high honor.”

—Raven Lewis,
Magnolia Honey Company
2009 sofi Gold winner
Outstanding Jam, Preserve,
Honey or Nut Butter

1. How many entries may I submit in Part 1 (Deadline: April 8)?

Five total. They must be five different products. A different flavor counts as a separate product. A different size package does not.

2. How many entries may I submit in Part 2 (Deadline: May 28)?

Four total. Three for Outstanding New Product of 2010. Product must be introduced AFTER July 1, 2009. One entry for Outstanding Product Line.

3. May I send all entries in one box?

Yes. Include a separate Fact Sheet for each entry, plus one Registration Form. The Registration Form must list each entry and include payment information or check. For multiple boxes, include forms and payment in Box 1, and number each box, i.e. 1 of 3, etc.

4. May I enter multiple products in the same category?

Yes, as long as they are different products. Note that your products will be competing against each other if entered in the same category.

5. What qualifies for Outstanding Classic?

Product has been for sale at least 12 years (since 1998).

6. I want to compete for Outstanding New Product 2010. When should I enter?

Enter Part 2, May 24-28. A Participation Packet will be sent to all NASFT members by April 30.

7. I have a new product. May I enter it in Part 1, and again in Part 2 for Outstanding New Product 2010?

No. You may enter a product one time only in the entire competition.

8. My product fits more than one category. May I enter it in more than one category?

No. Each product may be entered in one category only.

9. If my product is not quite ready for sale, may I submit it?

No, all sofi entries must be ready to sell.

10. May I send payment separately?

No, you must include payment with your entries.

11. If my product (i.e. a cake mix) needs to be prepared, should I send prepared product?

No. The NASFT hires professional chefs to prepare products according to package instructions.

12. May I send frozen or refrigerated products?

Yes. Make sure to mark the exterior of the box “perishable.”

13. Do I have to exhibit at the Fancy Food Show to enter the sofi Awards?

No, but you must be an NASFT member in good standing.

14. Will judges taste the products?

Yes. The judges taste all products, except for Food Gift, Non-Food Specialty Item, Innovation in Packaging Design or Function and Pet Product.

15. How many samples should I send?

Send ONE sample of each product. Send TWO If packaging will be destroyed during preparation, (e.g. a cake mix in a cellophane bag that must be cut open and emptied to prepare).

16. May I enter products I've entered in past years?

Yes.

17. Do I get feedback?

Yes. The judges fill out comment cards for each entry on a numerical scale, rating the product in five key areas: quality, innovation, packaging/presentation, ingredient profile and pricing. The results will be mailed within one month of the competition.

18. When are Finalists notified?

Part 1: Monday, April 19.

Part 2: Monday, June 7.

19. How does the judging work?

Step One: The NASFT selects a panel of nine industry experts including buyers from supermarkets, natural food stores and neighborhood specialty stores, chefs, food journalists, and culinary instructors.

Step Two: The panel convenes twice at the NASFT offices in New York, in April for Part 1; in June for Part 2. Professional chefs prepare and present all entries. The judges evaluate each product considering taste, quality, innovation, packaging/presentation, ingredient profile and pricing.

Step Three: Finalists are notified, and then announced to NASFT members and in Specialty Food News.

Step Four: Gold judging is at the Summer Fancy Food Show in New York, Sunday, June 27 and Monday, June 28. Winners will be announced at a special ceremony June 28.

20. If my product already won a sofi, may I enter it again this year?

Yes.

21. Are the forms online?

Yes. Go to specialtyfood.com/sofi.

22. Can NASFT Member Candidates participate?

No. You must be a full member to enter the sofi awards.

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

Questions? Contact Louise Kramer at sofiawards@nasft.org or call the sofi Awards Hotline at 212.482.6440, ext. 305