

Best New Food Concept - 2017

This category is for a **NEW** individual food item(s), presentation, concept, or display that has the potential for becoming a trend in the industry. In order for your entry to qualify for this category, it must be unique.

There are no guidelines for the type of concepts that may be entered in this category except that an element of food must be a part of the concept and that a portion of the food element is designed to be consumed.

The spirit of the Catered Arts Through Innovated Excellence Awards (CATIES) is to recognize achievement of exemplary food production at an event. **The Event featuring your entry must have taken place between Jan. 1 and Dec. 31, 2016.**

Include photos of the Food Concept in production and during use at the event. Maximum number of photos is 10 and they must be at least 300 dpi at 8x10.

Entries should be formatted as follows:

1. Include name of the Category, Name of the Product/Event, 100 word maximum synopsis of the entry.
2. The 1000 word maximum description addressing the following:
 - o Describe the concept and objectives.
 - o Describe how the concept relates to and impacts the event.
 - o Describe originality of the concept and presentation.
 - o Detail the production of the concept at the event.
 - o Describe any challenges or obstacles and how they were overcome.
3. Collateral to include photographs & key recipes. Photos may be positioned within your synopsis and description texts.
4. Your entry must be anonymous and without any reference or pictures of your company identifiers. This is a blind judging and judges will score your entry based on your submittal only.

CATIES Official Rules

By submitting an entry, each entrant agrees to the official rules and warrants that his or her entry complies with all requirements in the official rules.

By entering the Contest, entrant represents, acknowledges, and warrants that the submitted photographs/images are an original work created solely by the entrant, that the images do not infringe on the copyrights, trademarks, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the images.

If the images contain any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, and/or if any persons appear in the images, the entrant is responsible for obtaining, prior to submission of the image, any and all releases and consents necessary to permit the exhibition and use of the photograph by ICA without compensation.

Winners will be chosen by ICA or judges selected by ICA, in their sole discretion. Winners will be notified by ICA. All decisions by ICA and/or the judges are final and binding.

By entering the Contest, all entrants grant an irrevocable, perpetual, worldwide non-exclusive, royalty-free license to ICA, to reproduce, distribute, display and otherwise use the images in connection with the Contest and promotion of the Contest, in any media now or hereafter known. Additionally, by entering, each entrant grants to ICA the unrestricted right to use all statements made in connection with the Contest, and the names, personal data, pictures or likenesses of Contest entrants, or choose not to do so, in its sole discretion.

Judging Criteria and Scoring Values:

- Originality of the concept & presentation: **20 points**
- How it relates to or impacts the event: **15 points**
- Event production of the food concept and practicality: **15 points**
- Recipe(s): **10 points**
- Overcoming challenges and obstacles: **10 points**
- Concept photos document the production and use at the event: **10 points**
- Overall Impression: **20 points**

