## PRACTICAL GUIDE

BEST OF 2024 Contest





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COME POSIUM

by SIAL



An original creation by Gourmet Selection, since 2013 the BEST OF competition has been rewarding quality products that offer real added value to our everyday consumption.

#### Principle

A panel of industry professionals will select up to 16 winners after tasting and/or studying the applications.

The jury's choices are based on five main criteria, graded according to their importance to reach a total of /100.

#### Which products are eligible?

→ Your food products and services launched in 2023 or 2024.

#### How will the awarded products be advertised? Before the show

- Dedicated e-newsletters to visitors.
- Highlight on social media and website of the show.

#### During the show

- Exhibition and promotion of award-winning products at the show.
- Specific communication kit for your stand and for after the show.

The Best Of award is a guarantee of quality that enables the winners to distinguish their products and establish their reputation in the delicatessen and gourmet food sector.

### **Taking part in BEST OF means:**

- To promote your expertise
- Giving visibility to your product
  - Attracting new customers





### THE PARTICIPANTS

BEST OF 2024

### Who can register?

**Exhibitors registered** at the Gourmet Selection show.

All **food products and services** launched in **2023 or 2024** can be registered.

Each participant can register:

- 1 product free of charge
- Up to 3 additional products for €50 excluding VAT per product

Winning products from previous editions are excluded.





### REGISTRATION

### How to register?

**Step 1**: Connect to the online form

→ End of registration: 23 August 2024

ATTENTION: All products submitted and validated before 8 July will be judged on tasting and not just on the file application.

#### Step 2: Fill in the form

- Each exhibitor can register for free 1 product.
- Each additionnal product will be €50 excluding VAT each (invoice sent at a later date for up to 4 products in total)
- You must attach a HD photo in .jpeg format for each product registered.

**Step 3**: Validate the form

**Step 4**: Send samples

Registration will be complete and valid once the samples have been received. For practical information on sending samples, see page 15.







### THE FORM

**SECTION 1**: Provide your full contact details

### **SECTION 2**: Registration of each product presented

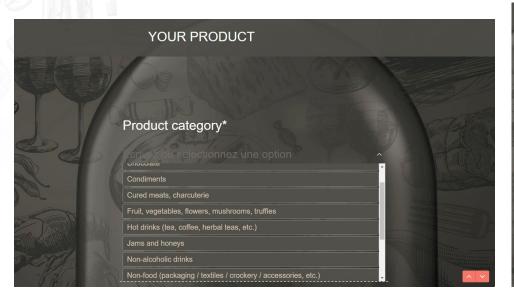
- Name/Brand/Description and the innovative nature of the product\*
- Category of the product\*
- Product conservation\*
- Duration of shelf life\*
- Date of launch\*
- Retail network\*
- Selling price\*
- Labels/Certifications/Medals
- Download a photo of the product\*

**SECTION 3**: Shipment of samples

**SECTION 4:** Validation of the form









BEST OF

Information noted with \* are mandatory





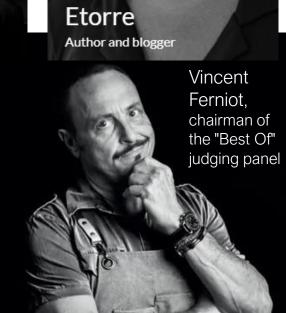
Director of Guide Lebey



Mavrommatis

1 star Chef









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### KEY DATES

BEST OF 2024

Registration opens: 12 February 2024

Registration closes: 23 August 2024

• Final jury: 2<sup>nd</sup> September 2024

Awards ceremony: Monday 16 September 2024



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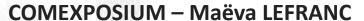


### **USEFUL INFORMATION**

### **Shipment of samples**

Send 5 samples of each product entered **before the 28<sup>th</sup> August**.

### **Shipment address:**



Gourmet Selection 17 Quai du Président Paul Doumer 92400 Courbevoie (France)

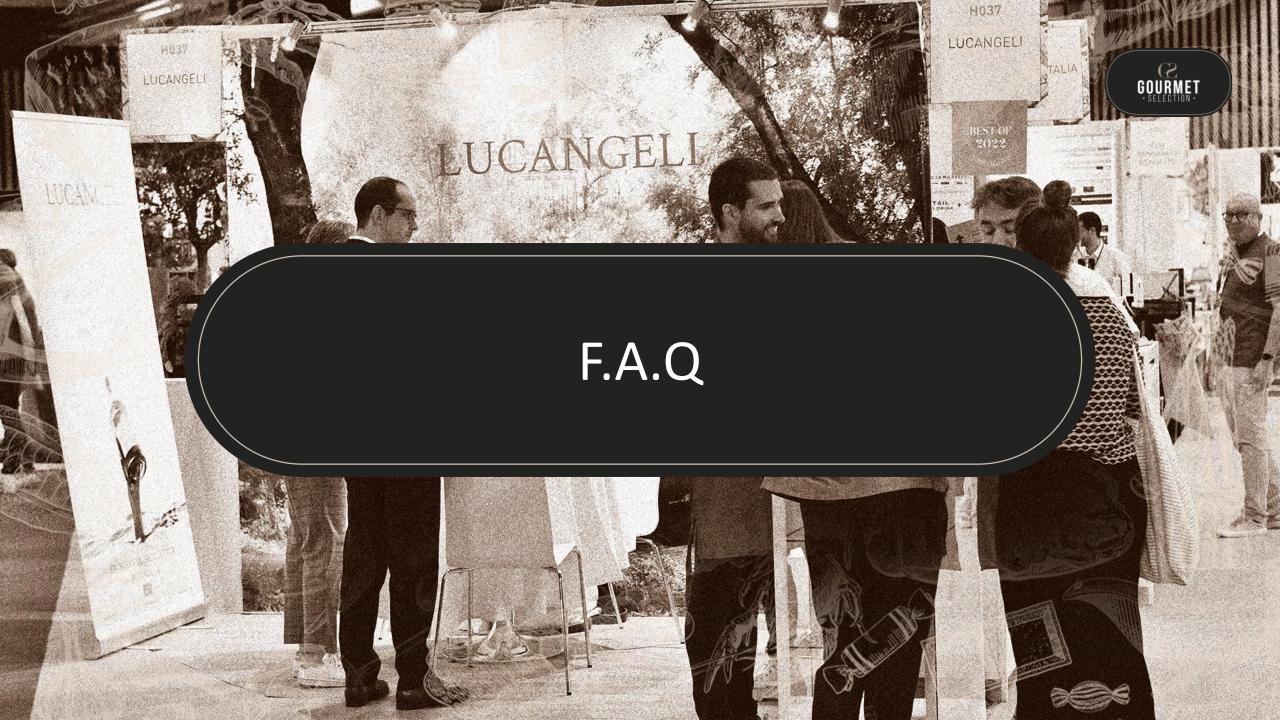
Contact : Maëva Lefranc

Mail: maeva.lefranc@comexposium.com











How much does it cost to enter the Best Of Contest?

Registration for the Contest is free for your first product. It is included in your Exhibitor Pack. However, for all additional products, each registration will be invoiced at €50 excluding VAT (up to a limit of 4 products per exhibitor).

How many samples should I send for the Jury meeting?

5 samples per registered product must be sent.

I'm participating by presenting a service, what do I need to send you?

For services, please email us a technical data file for the product in question to maeva.lefranc@comexposium.com.

