



28TH ANNUAL RETAIL COUNCIL OF CANADA
CANADIAN GRAND PRIX
NEW PRODUCT AWARDS

CALL FOR SUBMISSIONS

Canadian Grand Prix New Product Awards recognizes the best in new products in the Canadian market in the consumer-packaged-goods and private brand sectors. With the objectives of encouraging manufacturers to develop and market innovative and trending food industry distribution products and to provide Canadians with exceptional value and quality.

WHY ENTER?

- 1 Get noticed** by an influential jury of leading retailers and consumer packaged goods industry decision makers.
- 2 Gain extensive feedback** on your product's strengths and opportunities to forward your brand's research and development initiatives.
- 3 Celebrate your team's excellence.** Winners are celebrated in our portrait gallery and published by media partners.
- 4 Leverage the recognition in your marketing;** consumers and industry-insiders recognize the finalist and winner seals as an endorsement of product quality and consumer value.
- 5 Stay top-of-mind.** Finalists and winners can leverage the prestige of recognition from the 28th Annual Canadian Grand Prix New Product Award in all their marketing and packaging for up to two years.



WHY CHOOSE CANADIAN GRAND PRIX NEW PRODUCT AWARDS?

- **Increased visibility and exposure:** An esteemed jury of retail and industry experts will test your product and provide feedback.
- **Persuasive trade marketing:** Finalist and winners will be recognized in the respective showcase flyers and publications including Grocery Business, Canadian Grocer, Food-in-Canada Magazine, and Western Grocer.
- **Industry-wide recognition:** Celebrate your team's achievement that they are among the best in Canada and recognize their excellence in identifying consumer trends. Really amplify the pride in your product.
- **Assurance of pandemic preparedness:** Retail Council of Canada is prepared to facilitate the evaluation process with respect for social distancing and any shutdown concerns. Jury evaluation will be executed safely, and finalists and winners will be announced appropriately.
- **Rebate guarantee:** If your product is not promoted to finalist status, Retail Council of Canada will rebate a portion of your registration fee.

HOW TO ENTER

Register today to access the product submission platform to complete product information forms and provide necessary files. Complete your submission and provide required samples for verification and jury testing.

Entry Deadline: November 30, 2020

QUESTIONS?

Contact **Pierre Chartier** | Sales and Business Development
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AWARD RECOGNITION

Product category winners are recognized from both consumer-packaged-goods and private brand submissions based on the score. Specialty awards recognize overall excellence.

Products are evaluated and scored in the four equally weighted categories of innovation and originality, product characteristics, presentation and packaging and overall consumer value.

