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Boost your balance sheet with the Future Food Awards 2019

Winning a Future Food Award won't just give your business a new level of credibility, it is also likely to make all the difference to your balance sheet.

Previous winners will attest that the Awards gave them access to new connections across the industry, which opened lucrative doors for their business.

Awards finalists are promoted in *Speciality Food* magazine and on prime slots on The FoodTalk Show – and given money-can't-buy access to some of the most revered professionals in the UK's food and drink industry.

The PR campaign targeting specialist media and radio around the awards, scheduled for October this year, also helps introduce businesses taking part to a much wider potential customer base.

Pritesh Mody, the founder of World of Zing who won a New Producer Award in 2017 comments that his business has more than doubled its turnover since impressing judges with its Bordeaux barrel aged negroni last year. He says: "Awards are a great way of raising awareness of your company, particularly when you are in the early stages of the business journey. We had a great response, so these awards clearly hold gravitas amongst the food and drink industry."

Nemi Teas founder Pranav Chopra says that winning a New Producer Award last year put the company on the radar of some big corporate foodservice clients; PWC, Grant Thornton and General Mills have since become customers.

Mr Lee's Pure Foods has since had multiple enquiries from universities and corporations, which it believes are partly as a result of winning a FoodTalk Award.

“Entering awards is a great way to highlight your brand to your customers but also to potential partners in your business niche,” says founder Damien Lee.

A high-profile panel of industry leaders will weigh up contenders in nine exciting categories at the free-to-enter Future Food Awards.

The list of Award judges includes eminent figures such as William Chase, founder of Tyrrells and Chase Distillery, Renee Elliott, founder of Planet Organic, and John Stapleton, founder of New Covent Garden Soup Co and Little Dish.

The Awards are the brainchild of Holly Shackleton, editor of Speciality Food – the biggest trade magazine in the fine food sector – and Sue Nelson, founder of The FoodTalk Show – a dedicated podcast enjoyed around the world.

They joined forces to merge the established New Producer Awards and The FoodTalk Awards to create the Future Food Awards, a pioneering awards scheme to promote cutting edge food and drink innovators and the industry at large.

Winners in each category will pitch to Future Food Award judges, Sue Nelson, Holly Shackleton and Jason Gibb of Bread & Jam, at Bread & Jam, the UK's first food founders' festival held on Thursday 3 October 2019 at the Institute of Directors in London's Pall Mall. The Supreme Champion of the Future Food Awards will then be named.

The Future Food Awards have nine categories including Young Producer, Drink Innovation, Mission Driven and Technology, giving food and drink businesses ranging from small-scale producers to technology-driven innovators their time in the spotlight.

For more information on how to book tickets, please go to: <http://breadandjamfest.com/>.

Categories include:

Young Producer - 5 finalists

A company headed by a founder or co-founder that is aged 25 years or younger

Newcomer - 5 finalists

A company that has been trading less than two years

Mission-driven - 4 finalists

A company that is a CIC, social enterprise, charity or has profit for purpose at its heart

Farm-to-fork - 4 finalists

A company that champions or delivers traceable provenance from supply to the end consumer without the addition of unnecessary preservatives or additives

Food Innovation - 5 finalists

A food product that shows real innovation in their category using unusual ingredients or combinations or removing allergens without sacrificing quality or taste

Drink Innovation - 5 finalists

A beverage, soft or alcoholic drink that shows real innovation in their category using unusual ingredients or combinations or removing allergens without sacrificing quality or taste

Food Packaging - 4 finalists

Innovative packaging that delivers or protects food or drink products whether for retail, delivery or takeaway

Technology - 4 finalists

Smart gadgets, innovative apps or technology that makes cooking, preparing or analysing food easy to understand or use

Impossible to Categorise - 4 finalists

A company innovating in the food sector and making an important contribution that just doesn't fit into the other award categories

Ends



Nemi Teas



World of Zing Sauces

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Notes for editors:

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<https://www.specialityfoodmagazine.com/>

<https://foodtalk.co.uk/blog/2019/01/foodtalk-awards-2019>