

NZ Spirits Award Innovation Award Entry Guide

Note: Entries will be judged as a whole package. Judging will be based on the uniqueness of the innovation in the New Zealand Spirits market context and its potential value to spirits consumers or to change the spirits market or industry in New Zealand.

Your entry can take any form however please try to ensure you include the following as is applicable to your entry.

Company Information:

1. Full Name:
2. Title/Position:
3. Company/Organization:
4. Contact Email:
5. Contact Phone:

Product Information:

6. Product Name:
7. Category (e.g., Whiskey, Vodka, Gin, etc.):
8. Year of Release:
9. Brief Description of the Product and Innovation (max 200 words, will be used as the basis for publicity in case you are the winning entry):

Innovation Details:

10. Describe the innovative aspect of your product and why it is valuable or important in the context of the New Zealand spirits market and/or industry e.g.
 - a. How does it differ from traditional products in the New Zealand market?
 - b. What is the industry/consumer/distillery problem you are trying to solve by innovating?
 - c. How does your innovation solve the problem?

Ingredients and Production:

11. List key ingredients and their sourcing:
12. Describe the production process highlighting any unique methods or techniques used and describe the benefits of these. Include the value of those benefits if possible.

Packaging and Design:

13. Discuss the packaging and label design. How does it reflect the spirit's innovation?

Market Impact:

14. Share any market research, sales data, or consumer feedback that highlights the impact of your innovation:

Industry Recognition:

15. List any awards or recognitions your spirit has received previously, if any:

Supporting Materials:

16. Include images of the product, packaging, and any relevant marketing materials

Submission Guidelines:

- Ensure all applicable information is included to enable judging.
- Submit your entry by the specified deadline.
- Include supporting materials to strengthen your application.
- Send a product sample that demonstrates the innovation and how it is presented in the market.
- Incomplete or late submissions may not be considered.