



Awards

EVOKE YOUR SENSES

# WALES THE TRUE TASTE FOOD & DRINK AWARDS

09/10

## Entry Pack

Deadline for entries 1 June 2009

[www.truetaste.tv](http://www.truetaste.tv)



Llywodraeth Cynulliad Cymru  
Welsh Assembly Government

Wales the True Taste Food  
& Drink Awards are managed by  
the Welsh Assembly Government



WELCOME TO

# WALES THE TRUE TASTE FOOD & DRINK AWARDS

09/10

Wales the True Taste Food & Drink Awards, managed by the Welsh Assembly Government and in their 8th year of operation have become **widely recognised by the food and drink industry** and consumers alike as providing evidence of good quality produce.

The awards programme is the ‘Oscars’ of the Welsh food and drink industry and is talked about at industry events on a national platform. It has helped to establish the credibility of a Welsh food brand within the retail sector and consumers generally.

For many companies in Wales participating in the True Taste Awards, and winning awards, has delivered real business benefits in increased profile and in some cases increased sales.

Whilst the market for regional and local food at national and international levels is growing, the economy is more challenging, and consumer spending on anything other than essentials may well decline during 2009. Food producers and those working within the industry will need to work harder at establishing a point of difference and the accreditation that comes with success in major food awards will help provide this.

To pass the True Taste test and win an award it takes a truly excellent product or service. Entries undergo a rigorous testing process where every aspect of the product or service is scrutinised by expert judges, who ensure that only the best are worthy of this prestigious accolade.

Awards range from Gold to Silver and Bronze, and if you achieve any of these you will be able to use the **True Taste brand as a sign of excellent quality on your products.**

Due to such a tremendous amount of products being entered last year, we have introduced judging heats for the ‘Taste Award Categories’ before the final. These heats will take place in June, with the final judging taking place in July. All the People and Places Award categories will be judged during July and August.

**The True taste team is always aim to improve the Awards** and this year is no exception. The categories have now been rationalised and the introduction of two new categories; **Fresh Produce** and **Export Achievement**.

The **closing date for entries is 1 June 2009** and the winners will be announced at the awards ceremony on 19 November in Abergavenny.

A message from Rural Affairs Minister, Elin Jones.

**‘The Wales the True Taste Awards have played an important role in raising the profile of Wales and the quality of our food industry. I am confident that this year’s Award programme will continue to showcase the best of Welsh food and provide real benefits to to companies and individuals taking part in it. I look forward to learning more about our food successes over the coming months.**

**Good luck with your entry!’**

## HOW TO ENTER...

Thank you for your interest in taking part in **Wales the True Taste Food & Drink Awards 09/10**. The next few pages will tell you everything you need to know about submitting entries and how they will be judged.

If there is anything you are unsure about simply call our advice hotline on **0800 085 3663** and we’ll be pleased to help you. Office hours are Monday to Friday, 9am to 5pm or email [entries@truetaste.tv](mailto:entries@truetaste.tv).

- 1 | There are two ways to enter – by completing the forms contained within this entry pack, or by completing the online entry form by visiting [www.truetaste.tv](http://www.truetaste.tv).
- 2 | Choose the most appropriate category for your product using the grid overleaf. You can check you’re entering the right category by using our easy reference guide which can be downloaded from [www.truetaste.tv](http://www.truetaste.tv) or by calling our hotline on **0800 085 3663**.
- 3 | You can enter up to TWO products in the **Taste Award** categories and unlimited entries in the **People and Places Award** categories (*providing they are different entries*).
- 4 | For ALL categories, please complete **Form 1** the Company Information Form – YOU ONLY HAVE TO DO THIS ONCE.
- 5 | Fill in the relevant sections of the **Taste Award** category entry form or the **People and Places Award** category entry form.
- 6 | Complete one form per product or service you enter. Simply photocopy the entry form if you have more than one entry.
- 7 | If you are entering any of the **Taste Award** categories please check and tick the **Special Awards** to see if you would like to be put through for any of these.
- 8 | Read and SIGN the declaration on each of your entries.
- 9 | Post completed forms to:  
StrataMatrix Cyf, Plas Gogerddan,  
Aberystwyth, Ceredigion, SY23 3EB



### And to avoid any confusion...

- **Yes**, you can enter more than one category with different products, to a maximum of two products per category, and a maximum of four entries per company.
- **No**, you can’t enter the same product into more than one **Taste Award** category but you can enter it into the **Taste Award** category AND the **Special Award** category.
- Any product sold as an individual item **must** be treated as a separate entry. If, however, you sell your four different flavoured yogurts as a single pack, this counts as ONE entry.



DEADLINE FOR ENTRY:

**01.06.09**

Awards Advice Hotline:

**0800 085 3663**

Email: [entries@truetaste.tv](mailto:entries@truetaste.tv)

Web: [www.truetaste.tv](http://www.truetaste.tv)

To fill in your entry form online please log onto our website.



Guide to which **category** to enter

## Taste Award Categories

Category code	Main category name	Who should enter?	How will this category be judged?	Judging criteria
<b>A</b>	Meat & Poultry Products	Those farming or producing or adding-value to fresh meat and poultry products.	Taste judged by a team of expert judges at one of three regional heats followed by a grand final judging day.	Appearance, quality of ingredients, texture, taste, innovation and relevance to market.
<b>B</b>	Dairy Products	Producers, manufacturers and processors of dairy products.	Taste judged by a team of expert judges at one of three regional heats followed by a grand final judging day.	Appearance, quality of ingredients, texture, taste, innovation and relevance to market.
<b>C</b>	Baked & Confectionery Products	Producers, manufacturers and processors of baked goods and confectionery products.	Taste judged by a team of expert judges at one of three regional heats followed by a grand final judging day.	Appearance, quality of ingredients, texture, taste, innovation and relevance to market.
<b>D</b>	Drink Products	Producers, manufacturers and processors of drinks, both non-alcoholic and alcoholic.	Taste judged by a team of expert judges at one of three regional heats followed by a grand final judging day.	Character, taste, appearance, smell and drinkability.
<b>E</b>	Fish Products	Those farming, producing or adding-value to fresh fish products.	Taste judged by a team of expert judges at one of three regional heats followed by a grand final judging day.	Appearance, quality of ingredients, texture, taste, innovation and relevance to market.
<b>F</b>	Speciality Products	Producers of condiments, preserves, chutneys, convenience meals and snacks.	Taste judged by a team of expert judges at one of three regional heats followed by a grand final judging day.	Appearance, quality of ingredients, texture, taste, innovation and relevance to market.
<b>G</b>	Fresh Produce	Producers, packers and processors of fresh fruit and vegetables.	Taste judged by a team of expert judges at one of three regional heats followed by a grand final judging day.	Appearance, quality of ingredients, texture, taste, innovation and relevance to market.

## Special Award Categories

<b>H</b>	Healthy Eating	This award recognises producers that are shown to adhere to, or have attempted to improve levels of salt, fat and sugar.	At the final taste judging, once the results of the taste awards are known.	Having achieved award status in the taste product category, judges will look at how producers have attempted to make the product more 'healthy' and compare them against each other.
<b>I</b>	Organic Product	A product that satisfies the taste criteria and that is recognised and approved by the UK Register of Organic Food Standards (UKROF) or similar.	At the final taste judging, once the results of the taste awards are known.	Having achieved award status in the taste product category, the products will be judged further for their overall organic quality and innovation against each other.
<b>J</b>	Sustainable Development Award	A company that not only produces a product that satisfies the taste criteria but can also demonstrate a sustainable approach to their practices.	Once the results of the taste awards are known companies will be contacted and asked to complete supplementary forms. Telephone interviews will then be carried out by a professional researcher and a shortlist produced. There will be a final judging day to choose the winner.	A company that not only produces a product that satisfies the taste criteria but can also, through their processes, intentions, designs or packaging, demonstrate a sustainable approach to their practices that ultimately benefits the environment for all.

Awards Advice Hotline: 0800 085 3663

www.truetaste.tv

## People and Places Award Categories

<b>K</b>	Retailer of the Year	Excellence in selling and promoting food and drink from Wales by a speciality retailer. The judges will look at delicatessens, butchers, fishmongers, farm shops, farmers' markets, and online retailers.	Supplementary information will be requested for this award. This will be paper judged by a team of expert judges. Then a shortlist will be produced and these will be mystery shopped.	Overall shopping experience, prices, Welsh culture and produce, customer base, staff, promotions, overall food and drink offering.
<b>L</b>	Eating Out	Excellence in preparing, serving and promoting food and drink from Wales on the premises by a café, tearoom, coffee shop, pub or restaurant ( <i>including those in hotels open to non-residents</i> ).	Both entries and nominations are sought for this award. Supplementary information will also be requested. This award will be paper judged by a team of expert judges. Then a shortlist will be produced and these will be mystery dined.	Quality of ingredients used, accuracy of the cooking, combination of flavours, innovation and flair, service and overall value for money.
<b>M</b>	Farm Enterprise	Farmers ( <i>Individuals or groups</i> ) who have demonstrated initiative in working with others in the supply chain to improve product performance or marketability.	Both entries and nominations are sought for this award. Supplementary information will be requested for this award. This will then be paper judged by a team of expert judges.	Evidence of awareness of market requirements, evidence of working with others in the supply chain. Awareness of key market drivers, such as localness, distinctiveness of taste or high animal welfare standards.
<b>N</b>	Multiple Retailer	A store manager, regional manager or local sourcing team from a multiple or symbol group who has encouraged products from Wales through local sourcing.	Both entries and nominations are sought for this award. This will be paper judged to produce a shortlist and then telephone interviews will be carried out by an expert researcher. Expert judges will then make a final decision.	Variety of Welsh produce stocked, supplier/customer relationships, special services, incentives, promotions, staff training, customer service and general attitude.
<b>O</b>	Local Sourcing Initiative	An initiative that is aimed at increasing the level of sourcing of local produce by either a public or private sector purchasing contract.	Both entries and nominations are sought for this award. Supplementary information will be requested for this award, and then it will be paper judged by a group of expert judges.	Value of agreement, term of contract and range of Welsh products involved.
<b>P</b>	Food Tourism Destination	Designed to reward and recognise contributions to promoting Wales as a food tourism destination.	Entries and nominations are sought for this award. Supplementary information will be requested for this award, and it will be paper judged by a group of expert judges.	Evidence of a strengthening of the food offer, and the resulting increase in profile achieved.
<b>Q</b>	Export Achievement	Designed to reward and recognise companies that are successfully growing their exports of Welsh food or drink products in one or more overseas markets.	Supplementary information will be requested for this award, and then it will be paper judged by expert judges.	which export markets have been entered or achieved growth, the company's export growth strategy, the challenges faced and how they were overcome, and the size and development of the total export sales.
<b>R</b>	True Taste Champion	Designed to reward and recognise an individual's contribution towards the Welsh food & drink industry.	Only nominations are sought for this award. This award will be paper judged by a team of expert judges.	Key achievements, and the overall individual's contribution towards the Welsh food & drink industry.

If you need assistance choosing your category please call the Awards Advice Hotline on 0800 085 3663.

## Form 1

### Company Information



FOR OFFICE USE ONLY  
TT \_\_\_\_\_  
PC \_\_\_\_\_

To be completed by ALL entrants.

**YOU ONLY NEED TO COMPLETE THIS SECTION ONCE. PLEASE USE BLACK INK & BLOCK CAPITALS. FORMS TO REACH US NO LATER THAN 1 JUNE 2009.**

Please tell us if you are making an entry for yourself or your company, or are nominating another company or person? **This is my own entry**  **This is a nomination**

If you are making a nomination please complete your details below, and complete the rest of the forms with the details of your nominee:

#### Details of nominator

Name of nominator: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

#### Details of entry or nominated entry

Mr/Mrs/Miss/Ms Forename: \_\_\_\_\_ Surname: \_\_\_\_\_

Job Title: \_\_\_\_\_

Business name: (as you'd like it to appear in print) \_\_\_\_\_

Business address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

In which region of Wales is your business located? West  Mid  South East  North

1) What is your type of business (please tick as applicable):

- Self-employed/sole trader       Limited company  
 Partnership       Member of a consortium, partnership or other joint venture  
 Subsidiary of a larger company       Other (please specify) \_\_\_\_\_

2) How many people do you employ? \_\_\_\_\_

3) Do you plan to take on any additional staff over the next 12 months? Yes  No

If so, how many? \_\_\_\_\_

#### Declaration

The information I have provided in this form is complete and correct to the best of my knowledge.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_ / \_\_\_\_\_ /2009

## Form 2

### Taste Award Categories A – G



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TT \_\_\_\_\_  
PC \_\_\_\_\_

You can enter:

- A maximum of two products per category
- A maximum of four entries per company

Entry  of

**Please copy and complete this section for EACH entry you wish to submit. PLEASE USE BLACK INK & BLOCK CAPITALS. FORMS TO REACH US NO LATER THAN 1 JUNE 2009.**

1) Please tick the category you wish this product to be entered in and complete the relevant pieces of information. If you're unsure of which category to choose please call **0800 085 3663**.

Category code	Main category name	Category you wish to enter	Tick
<b>A</b>	Meat Products	A1 – Red meat & red meat products – large manufacturer more than £20m turnover	<input type="checkbox"/>
		A2 – Red meat and red meat products less than £20m turnover	<input type="checkbox"/>
		A3 – Game & poultry	<input type="checkbox"/>
		A4 – Speciality meat (e.g. venison, wild boar, charcuterie)	<input type="checkbox"/>
<b>B</b>	Dairy Products	B1 – Produced on a farm or in small batches from a single herd	<input type="checkbox"/>
		B2 – Produced in a creamery/factory	<input type="checkbox"/>
<b>C</b>	Baked & Confectionery Products	C1 – Small producer – size less than £1m turnover	<input type="checkbox"/>
		C2 – Medium producer – size £1m-£10m turnover	<input type="checkbox"/>
		C3 – Large producer – size more than £10m turnover	<input type="checkbox"/>
		Is this product sweet or savoury? Sweet <input type="checkbox"/> Savoury <input type="checkbox"/>	<input type="checkbox"/>
<b>D</b>	Drink Products	D1 – Non alcoholic (inc. water)	<input type="checkbox"/>
		D2 – Alcoholic	<input type="checkbox"/>
		Is this product gaseous or still? Gaseous <input type="checkbox"/> Still <input type="checkbox"/>	<input type="checkbox"/>
		What is your product? Wine <input type="checkbox"/> Beer / Cider <input type="checkbox"/> Spirit <input type="checkbox"/> What is its alcohol strength in %? _____	<input type="checkbox"/>
<b>E</b>	Fish Products	E1 – Fish	<input type="checkbox"/>
		E2 – Shellfish	<input type="checkbox"/>
<b>F</b>	Speciality Products	F1 – Condiments/sauces/preserves	<input type="checkbox"/>
		F2 – Convenience meals and snacks	<input type="checkbox"/>
<b>G</b>	Fresh Produce	G1 – Fruit & vegetables – less than £1m turnover	<input type="checkbox"/>
		G2 – Fruit & vegetables – more than £1m turnover	<input type="checkbox"/>

Continued overleaf...

**Form 2**  
Taste Award Categories A – G



2) Please give a generic description of your product, without using the brand name:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

3) Please provide a list of main ingredients for this product (if relevant):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

4) Please give the name of your environmental health officer, the date of their last routine visit and your certification number:

Name of EHO / MHS officer: \_\_\_\_\_

Date of last visit: \_\_\_\_\_

Certification / License number (if applicable): \_\_\_\_\_

5) To help the judges can you tell us what is the main target market for this product?

<b>Retail</b>	Core	
	Premium	
	Finest/Connoisseur	
<b>Foodservice</b>	Mass market (e.g schools)	
	Mainstream dining (cafés, restaurants, pubs)	
	Fine dining (hotels, restaurants)	

6) Where do you currently sell this product, and how many outlets do you supply (approx)?

Route to market	No. of outlets
Local farmers markets & food festivals	
Independent retailers	
Multiple retailers	
Cash & Carry's	
Delivered wholesalers	
Pubs	
Restaurants	
Hotels	
Cafés	
Foodservice/contract/cost sector catering	
Other, please specify	

7) If you won this award please state how you would see it helping your business. (Please attach a separate sheet if needed)

\_\_\_\_\_

\_\_\_\_\_

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\_\_\_\_\_

**Declaration**

The information I have provided in this form is complete and correct to the best of my knowledge.

Business Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ /2009

**Form 3**  
Special Award Categories H – J



FOR OFFICE USE ONLY  
TT \_\_\_\_\_  
PC \_\_\_\_\_

Please copy and complete this section for EACH entry you wish to submit. PLEASE USE BLACK INK & BLOCK CAPITALS. FORMS TO REACH US NO LATER THAN 1 JUNE 2009.

The Special Awards – Categories H – J will be awarded based upon a products performance in the taste categories.

Please indicate below if you want this product to be put forward to any of the Special Awards. Once the results of the Taste Awards are known we will write to you for further information for categories I – J.

Category code	Category you wish to enter	Tick
<b>H</b>	Healthy Eating	
Please give a statement in no more than 100 words, how you have attempted to improve the levels of fat, salt, sugar, additives or preservatives in your products, or how you have introduced/removed ingredients to meet a specific dietary need.		
_____		
_____		
_____		
_____		
_____		
_____		
_____		
_____		

<b>I</b>	Organic Product	Tick
Is this product registered as an organic food or drink of the UK Register of Organic Food Standards (UKROF) or similar? Yes <input type="checkbox"/> No <input type="checkbox"/>		
A supplementary form will be supplied to you for further information once the results of the taste categories are known.		

<b>J</b>	Sustainable Development Award	Tick
A supplementary form will be supplied to you for further information once the results of the taste categories are known.		

**Declaration**

The information I have provided in this form is complete and correct to the best of my knowledge.

Business Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ /2009

**Form 4**  
People and Places Award Categories K – R



FOR OFFICE USE ONLY  
TT \_\_\_\_\_  
PC \_\_\_\_\_

Please copy and complete this section for EACH entry you wish to submit. PLEASE USE BLACK INK & BLOCK CAPITALS. FORMS TO REACH US NO LATER THAN 1 JUNE 2009.

1) Please tick the category you wish to enter below

Category code	Main category name	Category you wish to enter	Tick
K	Retailer of the Year	K1 – Retailer	
		K2 – Online Retailer	
A supplementary form will be supplied to you once we receive this initial entry form.			
L	Eating Out	L1 – Pubs, Restaurants, Hotels	
		L2 – Cafés, Tea Rooms	
A supplementary form will be supplied to you once we receive this initial entry form.			
M	True Taste Farm Enterprise		
A supplementary form will be supplied to you once we receive this initial entry form.			
N	True Taste Multiple Retailer		
A supplementary form will be supplied to you once we receive this initial entry form.			
O	Local Sourcing Initiative		
A supplementary form will be supplied to you once we receive this initial entry form.			
P	Food Tourism Destination		
A supplementary form will be supplied to you once we receive this initial entry form.			
Q	Export Achievement		
A supplementary form will be supplied to you once we receive this initial entry form.			
R	True Taste Champion		
A supplementary form will be supplied to you once we receive this initial entry form.			

We will write to you w/c 8 June 2009 with supplementary information forms for you to complete.

**Declaration**

The information I have provided in this form is complete and correct to the best of my knowledge.

Business Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / 2009

**HELPFUL NOTES FROM THE TRUE TASTE AWARDS TEAM**

If you would like additional entry forms supplied to you as a pdf file please email [entries@truetaste.tv](mailto:entries@truetaste.tv).

**Taste Award Categories A – G**

- Once we have received and processed your entry, we will send you full details on how to submit your products for judging.
- There are three heats this year, so you will be asked to submit your product to just one of these heats. If your product qualifies for the final we will contact you again and ask you to send a second batch of product for the final judging day.
- The **Taste Award judging heats** take place the w/c 15 June 2009.
- Short listed **Taste Award entries** will be notified w/c 22 June 2009.
- The **Taste Award judging final** will take place w/c 6 July 2009.
- **Taste Award finalists** will be notified w/c 20 July 2009.

**Special Award Categories H – J**

- Once we have received and processed your entry, and the results of the Taste Awards are known we will contact you for supplementary information to support your entry. This will be w/c 20 July 2009.
- **Special Award finalists** will be notified w/c 10 August 2009.

**People and Places Award Categories K – R**

- Once we have received and processed your entry we will write to you requesting specific supplementary information for each award, and for supporting material if appropriate. This will be w/c 8 June 2009.
- Mystery shopping, dining and telephone interviews will take place during July and August 2009.
- **People and Places Award finalists** will be notified w/c 24 August 2009.



**Your entry checklist**

Once you have completed all the relevant documentation please take a moment to check that you have included all the following items:

- 1) A completed **Company Information Form 1** (page 6), signed and dated.
- 2) For each of the products you have entered (maximum of two), please make sure you have photocopied and completed a separate **Taste Award Form 2** (page 7) for each one.
- 3) If you wish to enter your product into any of the Special Awards please make sure you have ticked the appropriate boxes and signed and dated the **Special Award Form 3** (page 9).
- 4) If you are entering or making a nomination for any of the **People and Places Awards** please check you have completed **Form 4** (page 10).

Please detach and staple all these forms together with your Company Information Form on top and return to:

Wales the True Taste Food & Drink Awards 09/10  
StrataMatrix Cyf., Plas Gogerddan, Aberystwyth  
Ceredigion, SY23 3EB

**Awards Advice Hotline:**  
**0800 085 3663**  
Email: [entries@truetaste.tv](mailto:entries@truetaste.tv)  
Web: [www.truetaste.tv](http://www.truetaste.tv)

**Good luck!**



## TERMS AND CONDITIONS OF ENTRY

**1. General**

The competition is open to anyone or any business based within the European Union, with the exception of employees of the Welsh Assembly Government, McCullough Moore, StrataMatrix, Telesgop, Howel Food Consultancy, their families or any other person connected with the competition.

**2. Your entry form**

- All questions should be completed in full unless otherwise stated.
- Any illegible or defaced forms will be rejected.
- Additional information as indicated in the entry form may be submitted in support of an application by the closing date.
- Do NOT send food products with your entry or at any other time unless requested.
- Entry forms (*and submitted product requested in respect of judging*) will not be returned to the applicant.
- Information submitted will be treated confidentially by the award organisers and/or their respective groups of companies. Non financial information may be used in promotions and in publicity materials as agreed on the declaration. Financial information detailed will be treated in the strictest confidence and not used for promotional purposes.
- You are responsible for entering your product(s) into the correct category(ies). From detail given in the entry form the judging organiser may sub-divide the categories according to turnover.
- In all aspects of category selection the judging organiser's word is final, so your product may be moved to a more appropriate category.
- It may be necessary to clarify or gather missing information from the returned forms. In these cases entries may be followed up with an interview, conducted confidentially over the telephone by a trained researcher.
- Additional copies of the entry form can be obtained by:
  - Calling: **0800 085 3663**
  - online at: **www.truetaste.tv**
  - or email: **entries@truetaste.tv**
  - Entries submitted by post must be signed and sent to:  
StrataMatrix, StrataMatrix Cyf, Plas Gogerddan, Aberystwyth, Ceredigion, SY23 3EB
- **The closing date for entries is 1 June 2009**

**3. Taste Award Categories**

- You may enter a maximum of TWO products over the product categories A – G.
- You may NOT enter the same product in more than one category. If you need further clarification please contact the helpline **0800 085 3663**.
- To count as an individual entry, the product must be sold as a single item: this includes banded or multi-packs. You may NOT enter a range of products as a single entry: each item in the range must be entered individually.
- All product entries must be products available commercially to the general public and made to the same recipe and standard.
- All product categories will be judged on taste by a panel of independent judges at the judging events during June and July 2009.
- You may be required to answer a short business declaration if you are a finalist.
- Details for submitting your products for taste testing will be sent after receipt of your application form. Only those products listed on your form can be submitted for judging.
- It is your responsibility to ensure that all foodstuffs are transported and delivered in a condition fit and safe for consumption by the judges. Any entries arriving in a damaged or unsafe condition will be disqualified.

- While every attempt will be made to judge any entries arriving after the allotted time this will be at the discretion of the judging organiser.

**4. Special Categories**

- Categories H – J will be awarded based upon performance in the Taste Award categories. There will be a supplementary form for category I which will be sent to all finalists.

**5. People and Places Award Categories**

- There is no limit to the amount of entries in the People and Places Award Categories, providing they are different entries.
- People and Places entries will be paper judged according to the answers in the entry form and supplementary forms that entrants will be asked to complete.
- Short listed entries may be subject to telephone interviews, mystery shopper and mystery diner judging.

**6. Judging and Prizes**

- Judges may not be contacted by entrants in any way or by any means during the competition. Any attempt to do so will result in your application being rejected.
- The judges' decision will be final.
- There will be no individual feedback to entrants during the judging process but feedback from the judging panel will be supplied after the winners are notified AFTER the awards dinner on 19 November.
- Finalists will be notified at the address given on the application form.
- Prize winners will be announced on 19 November at the awards ceremony.
- Prize winners will be awarded a trophy and certificate on 19 November.
- If a prize winner does not attend the awards ceremony, the prize will be forwarded by post to the address on the application form.
- There will be no cash prizes and no alternative to the trophy and the certificate.

**7. Promotion and Publicity**

- Use of the True Taste/Gwir Flas awards logo will only be permitted on prize-winning products or services as named on the application form and under legal contract to the Welsh Assembly Government.
- Guidance notes are available on the use of the logo.
- Award organisers are not liable for any losses incurred to entrants or their businesses as a result of misinformation supplied by the award organisers or events beyond their reasonable control and hereby excludes all liability save for that which it cannot lawfully exclude or limit.
- Finalists are not permitted to bring products neither promote their products or services in any way at the awards ceremony on 19 November.
- Prize winners must be willing to take part in any publicity or promotion requested by the award organisers. If you are a winner you will be required to supply a media statement.
- Category sponsors will not be allowed to enter a product into the category that they are sponsoring.

**8. And finally...**

- By entering the competition, entrants are deemed to have accepted and agreed to be bound by these terms and conditions.