Editors Award for Innovation

Functional Food Innovation Details
Name or functional food innovation*
Related Company*
What other companies or institutions are involved in the innovation (if any) * Text – maximum 100-words
Is your innovation commercially available? *

Contact Details
First Name*
Last Name*
Email*
Phone*

What other regions is there activity in? *
Tick boxes (multiple options) - Russia, Middle-East, Africa, Asia-Pacific, North America, South America

Does your entry relate to? *
Tick boxes - Single ingredient, Ingredient blend, A finished product, A delivery system, A production process, Packaging, Clinical Research, Other

How long has your innovation been on the market in Europe? *
Please use the length of time for the country or region with the longest market availability.
Years and Months – numerical answer only

Describe the key features of your entry: What is the innovation and how does it fit into a commercial product?*
Text – maximum 250-words

What genuine consumer demand, public health concern or nutritional issue does your innovation address? *
Text – maximum 250-words

How does your innovation provide a unique solution to this consumer need or problem? Please use non-technical language in this section and keep answers brief, you may provide further details and references to studies in the next questions. *
Text – maximum 300-words

Are your claims backed by peer reviewed primary research and/or clinical trials in humans? *
Yes or No

Provide a short overview of the main evidence. *
You may supply up to three documents of peer reviewed primary research.
Text – maximum 400-words

Peer reviewed primary research upload 1
Upload a document

*denotes a mandatory question
Peer reviewed primary research upload 2
Upload a document

Peer reviewed primary research upload 3
Upload a document

Where applicable, please provide examples of finished product applications, and consumer demand. *
Text – maximum 250-words

Give detail of commercial success and engagement from your core target market(s). Where possible give numbers and examples of sales and applications that are available in the market. *
Text – maximum 300-words

What gives your innovation the ‘X-factor’ – something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims) *
Text – maximum 250-words

Why should you win this award? In no more than 200 words, provide a succinct overview of what makes your innovation the best. Summarise the key points of why you should win! *
Text – maximum 200-words

*denotes a mandatory question