



Country Living and Waitrose Made in Britain Awards 2008

Searching for the Best of British Food and Drink

Closing Date: 14th April 2008

Entry Form

Please send completed entry forms to: Made in Britain Awards, Waitrose Press Office, Bracknell RG12 8YA
Email: madeinbritain@waitrose.co.uk Telephone: 01344 82 4006

Terms and Conditions

General

- All entries must arrive by 14th April 2008 at the address above.
- Entries must include a copy of the attached entry form, and your answer to the entry question below.
- Supporting materials may be included with your entry if desired - this material can not be returned.
- Please **do not** send food or drink samples with your entry - we will let you know if these are required at a later judging stage.
- Receipt of entries will not be acknowledged. Neither Waitrose, the National Magazine Company or Farmers Guardian accept any liability for lost, delayed or misdirected entries. Proof of sending is not proof of receipt. Entries can be sent by registered post or courier if required.
- Entrants must not be an employee or agent of Waitrose Ltd, Country Living Magazine or Farmers Guardian.
- The decision of the judges is final and no correspondence will be entered in to. No alternative prizes will be available.
- It is the sole responsibility of all entrants to provide relevant information to support their entry and all completed entries will become the property of Waitrose Limited.
- All entrants to the Made in Britain Awards should agree to take part in reasonable publicity concerning the Awards.
- Entry to the competition and acceptance of the prize constitutes permission to use any winner's name, image and any competition entry (excluding contact details or financial information), for promotional and/or editorial purposes without additional consultation.
- Personal information provided in your entry form will not be passed to any third parties, other than for the purpose of judging the competition or for use as outlined above. For further privacy policy information please see Waitrose.com
- By completing an entry for the Awards, you agree to be bound by the above Terms and Conditions.

Eligibility Criteria

In order to participate in the Awards, your business must fulfil the following criteria:

- You must employ fewer than 10 permanent members of staff (full or part time)
- Your business must be fully independent, that is not a subsidiary of another company, organisation or trader, and not a franchise or supported by any other organisation
- Your annual turnover must not be greater than £2million

Judging and Prizes

- Winners will be decided by a judging panel, jointly appointed by Waitrose and Country Living Magazine
- Five Made in Britain Food Producers of the Year will be selected. Each will win £5,000 to develop their business, and a guarantee from Waitrose to stock its product under its Local and Regional Initiative (subject to meeting Waitrose technical standards). Winning products will be on display at the Country Living Christmas Fair 2008
- The overall Made in Britain Food Champion of the Year will be chosen from these five and will receive an additional £5,000
- Farmers Guardian will be awarding a further £5,000 to the Best Farm Entrepreneur. This award is entered via Farmers Guardian
- All winners and finalists will be featured in a special booklet, free with the October 2008 issue of Country Living Magazine

Entry Form: Country Living and Waitrose Made in Britain Awards 2008

Please ensure you complete this form and include it with your answer to the 'Entry Question' below.

Your Details

Full name including title:

Company name:

Company address:

Postcode:

Contact Telephone Number:

Secondary Telephone Number:

Email address:

Website:

About Your Company

Please note, entrants must employ 10 or fewer full-time or part-time employees and have a turnover of less than £2million

Number of permanent employees (full-time or part-time):

Company turnover:

Product turnover:

Company description/nature of business:

About Your Products

Please note, you can choose a maximum of two of your products as examples of your business. Should you be successful in this first stage, you will be invited to provide samples for judging. Please do not send samples at this time.

Name of product:

Please list the ingredients, and where they are sourced from:

Name of second product (if you are choosing to describe two):

Please list the ingredients, and where they are sourced from:

Entry Question

In no more than 500 words (typed if possible please), please tell us why you should be the Made in Britain Food Champion of the Year. Please give details and evidence of traditional skills, innovative production and an emphasis on true quality. What is it that makes your product stand out from the rest and demonstrates your passion as a food producer?

Please send this page, with answers to the question above on a separate sheet, to:

Made in Britain Awards
Waitrose Press Office
Bracknell RG12 8YA

To arrive by 14th April 2008.