

FABI

FOOD & BEVERAGE AWARDS

“When you’re a small player, you aren’t necessarily getting a lot of recognition. What we’re trying to do is hard to accomplish, but a FABI Award really puts you in a great place on the map.”

RYAN EMMONS
Waiakea Hawaiian
Volcanic Water

A SAMPLE OF PREVIOUS AWARD RECIPIENTS



DETAILS:

- > You must be a current NRA Show exhibitor in good standing in order to be considered
- > Application fee \$750; refundable if not selected
- > Application and additional details available at Restaurant.org/Show/FABI
- > **Application deadline is January 11, 2017**

LEARN MORE

Call (312) 853-2542 or go directly to Restaurant.org/Show/FABI



STAND OUT AND BE RECOGNIZED.

Hundreds of food and beverage manufacturers introduce new products to the foodservice industry each year at NRA Show®. Only the cream of the crop receive a distinguished FABI Award for breakthrough achievement in taste, marketability, creativity and profitability potential in foodservice operations.

These trend-defining products represent “must-see” exhibitors for attendees because those coming to the Show know these incredible edibles bring delicious, unique and exciting new experiences to the table.

BENEFITS OF A FABI AWARD DESIGNATION:

- > **Prominent placement** (company name and product information) in pre-Show print and digital promotional efforts—nearly 300,000 impressions
- > **Inclusion of company logo and product information** on NRA Show website
- > **Inclusion in official press release** announcing FABI Award recipients
- > **Extensive coverage via NRA Show public relations efforts**, including pre-Show pitches and at-Show inclusion in daily media alerts*
- > **Priority placement** in on-site media opportunities with broadcast media (subject to adherence with talent/segment objectives)*
- > **Right to use FABI Award logo** as a badge of honor for marketing efforts for the life of your product
- > **Onsite promotion**, including two types of booth signage indicating your product is a FABI recipient to all attendees

**Last year, the FABI Awards Program overall garnered over 117 million impressions as a direct result of NRA Show communications efforts.*

ELIGIBILITY CRITERIA:

Manufacturers may submit any food or beverage product** introduced to the U.S. foodservice market between May 1, 2015 and May 20, 2017. The product will be evaluated by our independent panel of experts based on the following criteria:

- > **High Differentiation**—unlike any product currently in-market
- > **High Interest**—intriguing to the operator community
- > **High Potential**—solves a foodservice operator challenge and/or creates a new opportunity
- > **Credibility**—where applicable, product meets specific standards and/or criteria for acceptance (i.e. a product for K-12 school foodservice that meets standardized levels of nutritional requirements)
- > **Tastiness**—deemed to have excellent taste relevant to the product category, as perceived by judging panel

*** Food and beverage product may include new packaging/delivery systems for existing products.*

2017 JUDGES:



Timothy J. Dietzler
Director of Dining Services,
Villanova University



Robin Rosenberg
Vice President,
Chef De Cuisine,
Levy Restaurants



Lori Estrada
Senior Vice President of R&D,
Wendy's



Lee Ann Shaw
Global Procurement Director
Hot Beverages and Snacks,
Aramark



Christopher Koetke, CE CCE HAAC
Vice President,
The School of Culinary Arts,
Kendall College



Bret Thorn
Senior Food Editor,
Nation's Restaurant News



John Li
Senior Vice President of RD,
Bloomin' Brands

