



## **BRITISH TURKEY PRODUCT OF THE YEAR 2010 ENTRY FORM**

**CLOSING DATE: Friday 28<sup>th</sup> May 2010**

All entrants should complete entry details and category details, using the criteria. Anyone wishing to enter more than one product must complete a new entry form. (Photocopies acceptable).

Please return this entry form with photo of product to:

Emma Turner  
British Turkey Information Service  
8 High Street  
Hurstpierpoint  
West Sussex  
BN6 9TY  
Tel: 01273 834716, email: [emma@fml-pr.co.uk](mailto:emma@fml-pr.co.uk)

All products successfully short-listed will be called in for judging, which takes place on 9<sup>th</sup> July. We will contact you using the details you have supplied on this form.

## ENTRY DETAILS

(Please note that details marked with an asterisk \* supplied in this first section will be used to complete winning certificates for successful entries)

**Entered by:** \_\_\_\_\_

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

**Company\*:** \_\_\_\_\_

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

\_\_\_\_\_

**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

## CATEGORIES

### SEE INDIVIDUAL CRITERIA FOR PRODUCT REQUIREMENTS

1. Best meal solution
2. Best Christmas - convenience
3. Best Christmas - traditional
4. Best branded
5. Best innovation
6. Best catering
7. Best ready to eat
8. Retailer of the year (best retail range)

# ENTRY FORM

**Category entered**.....

(you may enter one product into several categories – eg. Best branded, Best innovation, Best meal solution)

**Product Name:** .....

**Launch Date:** .....

**Is this product part of a range? If so, give range details:**

.....  
.....

**Give details of any marketing support eg. ad campaign, point of sale:**

.....  
.....

**USPs (Unique Selling Points)**.....

.....  
.....

**Who is this product aimed at?:** .....

.....

**RRP:** .....

**Where is the product sold?:** .....

.....

**How does the packaging help sell the product?** .....

.....

**Please tick to confirm the turkey meat is 100% British**

**Photo of product enclosed?**