



Best Value-Added Product

This category recognises Kangaroo Island businesses, which demonstrate excellence in delivering a value-added product into the marketplace.

Eligibility: The product must have been produced and/or transformed to its value-added status on Kangaroo Island, and be retail ready. The product cannot be classified as wine.

Word guide: 100-200 is sufficient to address each criteria, use dot points where relevant. Document must be 12-point type, maximum five (5) images. Total document size not to exceed 5MB. All entrants must supply one (1) image to be used for promotion of the Awards. Image must be supplied with the application as a jpeg 300dpi and up-to 1MB in size.

When the entry is completed, save it to your computer, then go to the category page at www.eatdrinkki.com.au and upload the entry.

Business Name

Address

Contact Number

Contact Name

Email Address

Questions to be answered on submission

Describe your business and where you are situated.

Describe the product, including:

- Name, and how the product is eligible for this category
- launch date,
- shelf life
- fresh/frozen/ambient
- pack specifications

What was the market research that defined its characteristics, how did you determine your market?

Describe the product development process undertaken to arrive at the new (or enhanced) product, including: creation/innovation; production; marketing and costing; and packaging and labelling.

What have been the key measures of success and outcomes achieved with the product since its launch?