

DESIGN OLYMP AWARDS REGULATIONS

All branded and processed foods and beverages available in retail stores are eligible to participate in the Design Olymp Award competition.

PRODUCTS FOR PARTICIPATION

All branded (not bulk) processed or non-processed foods and beverages sold by retail stores are eligible for participation for the best packaging award (DESIGN OLYMP AWARD). The products to be evaluated must be in the appropriate condition for tasting and their distinctive information must be written out correctly and clearly on the label, i.e. they must be products ready to be sold to the consumer public.

EVALUATION

Each judge records a numerical rating on the evaluation sheet, which represents the general sense of imaging (which weighs the most in the final rating) as well as other criteria, such as label, bottle or can or other material of packaging, innovation, colours and general image of the product. The companies that will be awarded have the right to promote their distinction, by using the award and contest logos. Products are evaluated by each member of the committee. The general rating, on a scale of 100, is the result of the weighted average of the separate ratings.

The award categories are:

1. Label award
2. Packaging award
3. Innovation award
4. Product overall image award

THE JUDGES

The judging team will consist of the Greek graphic designers association, which is presided by Mr. Tzanetos Petropouleas. The products are tested by a large panel consisting of 10 judges. You can see the full list of names at OlympAwards.gr

In order to achieve the highest possible level of objectivity during the judging committee:

- no interaction is allowed between committee members
- the panels comprise a large number of judges
- the intensity of the gustatory enjoyment is evaluated, without judging the quality of the ingredients of the products
- the rating of the other samples will not be announced
- participants are prohibited from communicating with members of the judging committee

AWARDS

Food and beverage awards:

GOLD Design Olymp Award, products with ratings of 89% or more

SILVER Design Olymp Award, products with ratings between 77% and 88%

BRONZE Design Olymp Award, products with ratings between 65% and 76%

The general rating, on a scale of 100, is the result of the weighted average of the separate ratings.

BENEFITS

a. Marketing strategy

The Design Olymp Awards can support the marketing strategy followed by every food and beverage company. They serve as confirmation when you are promoting the superiority of your products to candidate buyers. The well-known truth, that customers shop with their eyes first, with the price of the product following after, is another reason to participate in the contest, since the award logo on the product's label will help boost your sales.

b. Product differentiation

The awards add validity to the product and increase the brand's credibility towards traders and consumers. The Design Olymp Award logo on your product increases your opportunities for finding new customers. It has been proven across the world, that consumers are willing to pay a higher price for an awarded product. Being able to advertise a certified product has a proven positive effect on sales. By winning the award for your products, you are maximising your marketing actions across the globe.

c. Approval by opinion makers

The Award is a reliable sign of superior quality, which can be used both in the domestic and the export markets. Graphic design experts are opinion makers and their approval enhances your negotiating power in transactions with distributors, suppliers and retailers.

LIST OF PRODUCTS

1. FOOD

Meat/cold cuts

Dairy

Olive oil/various oils

Sauces/Soups/Powders ready for preparation of foods

Conserves/Jams

Eggs

Desserts

Frozen Foods

Plant products

Delicatessen foods and beverages

Fresh foods/Vegetables

Healthy/Diet Products

General grocery foods

Other food and beverage products

2. BEVERAGES

Alcoholic beverages

Sodas/Water/Low-alcohol beverages

Coffees

Chocolate beverages

Teas

Other beverages

COST OF PARTICIPATION

The cost of participation per product group (for example: yogurt) is €180 + VAT= €216 including max 4 items in the same product group (for example: yogurt with honey, yogurt with strawberry,...).

If you are participating with more than 4 samples in the same product group, the cost is €50 + 20% VAT for every participation after the 4th one.

PAYMENT INSTRUCTIONS

Deposit of the amount corresponding to your participation in the competitions:
CONFEXPO LTD, (SANTANDER Bank) Sort Code: 09-01-28, Account Number 88864605
IBAN: GB25ABBY09012888864605 Swift / BIC code: ABBYGB2LXXX

SAMPLE INSTRUCTIONS

Sample quantities for tastings

Food: 4 products packaged as they would be sold in retail stores (quantity for 10 judges).

Beer: 12 bottles (25/33cl) or 6 bottles (0.5 with 1 litre), Water: 6 bottles (0.5 to 1 litre), Alcoholic beverages/spirits: 4 bottles (0.5 to 1 litre), Others: 6 bottles (0.5 to 1 litre).