



FOOD & BEVERAGE

2021

PITCHme is an exciting initiative from Review Publishing that opens lines of communication between small, large, and artisanal producers and respective buying groups, is back this year for another round of innovative ideas and products. Back again in 2021, the panel are looking forward to seeing what innovation New Zealand producers have to show them.

PITCHme is a Dragon's Den-style opportunity giving suppliers the chance to pitch their brand to a panel of buyers and influencers in a cross section of industry sectors. Suppliers submit an entry for consideration to the panel, who will then make a list of finalists.

These finalists will then have the opportunity to present their product in person where the panel of industry experts, including representation from small and large distributors, high profile chefs, and buyers for groups from banner QSRs to institutions. The panel will judge the products against peers and competitors and provide feedback and advice as to how the product could be better purposed and developed.

The COVID-19 pandemic has ignited a surge of innovation as businesses pivot and look for ways to stand out from the crowd. Review Publishing is excited to see what new ideas you have for the industry moving forward.

Does your product have what it takes to become the next food, beverage or service market influencer?

Key Dates:

Entries open:

20th April 2021

Entries close:

3rd Sept 2021

Finalists announced:

25th September 2021

Presentation Date:

TBC (October 2021)



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To submit an entry for consideration:

The following questions must be answered and submitted in a word document or PDF.

Email your answers to janet@reviewmags.com.

1. What is your brand story?

Story is everything in food and you've got to have a compelling one.

Did you quit your job and start selling dumplings? Do you have a family food business? Or maybe you're a recent graduate who's dream is to own your own business. Whatever your story, make it sell your brand.

What makes you different from your competitors? If there are already alternatives in the market, what makes yours, different?

Many products get differentiated by their claims: sugar free, gluten free, vegan friendly and so on. Paddock to plate solutions resonate with chefs, if your product fits this, then make sure you cover this information in your answers.

How do you see your product used in the kitchen? Tell us your product use ideas.

2. Distribution channel?

Buyers ask this to learn how they'll get your product. If it's not easy to order, they won't. However, if you don't have a distributor, it's not a complete deal breaker, for the right product, our panellists may assist with national distribution.

State all your delivery options (direct, distributor, private delivery service, co-op, etc.). The buyer will likely show interest in one and will want to compare prices; direct vs. distributor. If you have a minimum order amount, please mention this.

3. How much does your product cost?

Price determines a lot of things - if the buyer will buy and if their customers will buy from them, you will need to know your pricing. Cost per serving should also be listed. List if there is any flexibility on price for bulk/large orders.

Be confident in your pricing and advise unit cost through different distributors and direct.

If your product is price sensitive and you would prefer to wait to see if you are finalist before giving pricing information, then please give a general indicator instead. NB: You will be required to submit additional pricing information if you make it on the finalists list.

4. Do you have the ability to scale up?

Can you scale up for larger orders or fulfil chain requirements?

5. Private label?

Are you able to supply private label?

6. How are you addressing sustainability issues with your brand?

Sustainability issues are at the forefront of buyers as consumer purchase behaviour favours products and/or brands that have positive sustainability focus. Tell us what you're doing in the sustainability realm.

Please attach high resolution image/s of your product/s on a white background with your entry.

All questions must be answered.

Please label each page of your PDF/Word document with your brand name & contact details (full name, email address, phone number).



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Product Sample Delivery Instructions

Please deliver 7 samples of each product/variant for our panel of judges

For frozen and ambient products:

Deliver 7 samples of your products between **24th August - 3rd September** to the address below.

For fresh and chilled products:

Deliver 7 samples of your product/s **30th August - 3rd September** to the address below.

Delivery address:

Review Publishing Co Ltd.
PITCHme Entry
Retail 6, Heards Building
2 Ruskin Street
Parnell
Auckland

Please note our offices are open Mon-Fri 9am - 5pm if you are to deliver any samples in person.



Terms & Conditions of Entry

- All submissions must be in a word document or PDF with the correct number referencing your answers. Submission must be headed with your name and contact information.
- Entries are to be submitted to janet@reviewmags.com.
- Product images to be supplied in 300dpi, high resolution, on a white background. Additional campaign images are welcome.
- All entrants must supply 8 samples of each product and deliver as per delivery instructions outlined in Entry Pack.
- Pricing - we recognise that pricing information is industry sensitive, and all entries are held in confidence. Only PITCHme panellists and the organising committee will be privy to the information. No information will be released to any other third party.
- Entry information - if entry does not make it to the finalists level, the entry documents will be destroyed.