



Show the world your best products!

**The Baltic Taste Award 2024
Food quality competition
RULES**

Baltic Taste Award is organised by professional association Chefs' Club and BT 1 International Expo Company (SIA BT 1). Competition is held in scope of the international food industry trade fair Riga Food at the Ķīpsala International Expo Centre in Riga, Latvia.

Baltic Taste Award is a food quality competition open to all Baltic food manufacturers. Participating companies are required to hold registration in their home country, and can submit products that are being sold to retail customers.

Competition is held in 11 product categories:

- 1) Milk and dairy products, eggs (incl. goat and sheep milk products)
- 2) Meat products (incl. raw meat)
- 3) Fish products (incl. raw fish)
- 4) Products from berries, fruit and vegetables
- 5) Bread and corn products
- 6) Honey
- 7) Non-alcoholic beverages (incl. water, juices)
- 8) Fermented drinks (beer, wine, fortified wine, cider)
- 9) Alcoholic drinks
- 10) Vegan products
- 11) Semi-processed food and prepared meals

Producer's registration form and product samples must be accompanied by information about product sub-category based on manufacturing technology and product characteristics. Such information will allow experts to select the right assessment approach for the submitted product.

1. General requirements

- 1.1 Participants must be registered in the Business Register and Food and Veterinary Administration Register of their home country.
- 1.2 Company must comply with all relevant legal acts that regulate its field of activity.
- 1.3 Participants must have business entities in one of Baltic countries.
- 1.4 To take part in the competition, at least 50 % of company's products must meet the competition requirements in terms of volume and number of products.
- 1.5 Company's products must be available to retail consumers.
- 1.6 Ingredients of the submitted product must be the same as in the product sold on the market.

2. Ingredients of competition products

- 2.1 The main ingredient or the ingredient that gives flavour to the product must be locally sourced and produced in the Baltics. Locally-sourced ingredient is an ingredient that is harvested or produced as near to the processing location as possible.
- 2.2 Herbs, nuts or other ingredients must be organic, without artificial food additives or preservatives. These ingredients can be imported.

3. Production of competition product

- 3.1 Production of competition products must be based on traditional recipes. Production cannot be fully automated. Innovative technologies are acceptable. Manufacturing process must generally comply with applicable food production safety standards.

4. Competition procedure

- 4.1 There must be at least one registered entry for the category to be judged. Category is cancelled when no product is registered in the category on the last day of registration.

- 4.2 Each participant can register up to three products on the same category. Total number of products competing in the category is limited to 50. In number of registered entries exceeds 50, judges will only evaluate first fifty products based on registration date and time. If producer enters a product that has to be served in a specific manner, such instructions, for example, on temperature, heating before serving and other instructions, will be provided to the jury, which has full discretion to whether follow or ignore them. Competing products must comply with Food and Veterinary Administration's food production standards.
- 4.3 Winners will be announced from the Main Stage of Ķīpsala Expo Centre in Riga, Latvia, Pavilion 2, on 7 September. Precise time will be announced a month prior to the competition day.

5. Submission of entries

- 5.1 Products can be submitted in person on 2-4 September, from 9:00 to 17:00, at the restaurant Entresol, 22 Elizabetes Street, Riga (coordinator: Viesturs Lasmanis, phone: +371 2631 9522).

If products cannot be delivered by producer or participant directly, entries can also be submitted via courier service (if that does not contradict the product storage standards), post or parcel locker. Products that can be stored safely for a longer time can be submitted on 2 September or later. Parcel can be deposited to the following lockers: Omniva, Latvijas pasts, DPD or Venipak that are located at the Origo Shopping Centre by the Central railway Station.

- 5.2 All products must be submitted in closed original containers. This does not apply to cheese wheels [1]. Boxes and bottles must also be full and unopened. If products are small or come in smaller quantities, participant must provide several packages of competition product. Participants should take into account that entries in each category will be evaluated by five judges and each judge needs sufficient amount of product to evaluate its taste and other qualities. Participants are required to provide other ingredients that must be used to serve the entry right. For instance, if participant submits a smoothy in powder form and smoothy needs to be mixed in with milk, producer is required to provide the vital ingredient. All entries must be accompanied by instructions on how to prepare and/or appreciate the product, including storage instructions and serving temperature. Each entry must also contain product description, photos, label and expiry date. Entries must also indicate the product category or sub-category, for example, dairy product, cheese, fresh cheese. This information will be used by experts during the evaluation of product's quality against the production technology.
- 5.3 Product labels and other designations will not be visible during evaluation. Detailed information about the product, its storage, preparation and serving to the jury will only be available to organisers and their technical staff.
- 5.4 Competition products must be accompanied by additional documents that need to be filled out and will be sent to participants in the registration confirmation e-mail. Entry must also contain product in its original packaging and with original labels. This does not apply to cheese wheels and other large size products (see above).
- 5.5 Products that have not been submitted together with registered entry will not be considered. Products submitted after the deadline will not be considered and entry fee will not be refunded.
- 5.6 Product entry must be accompanied by digital registration form and product photos that will be used by organisers for marketing of product on social media and networks, and advertising materials. **Producer's signature on registration form is considered an authorisation to use product photos for publicity purposes.**

6. Product transportation

- 6.1 Confirmation e-mail will contain all relevant information about product delivery address, posting notice, additional documents that need to be filled out and other instructions regarding labelling of the package.
- 6.2 Products will be evaluated as received; in the condition they are delivered to organisers. Products can also be submitted by other participants who operate in the competition region. Chefs' Club experts can help coordinate or deliver the products, as well as provide advice to participants operating in the competition region. Full list of liaisons is available at: www.chef.lv

7. Competition jury and proceedings

- 7.1 Competition products are evaluated by jury comprised of experts from the Baltic countries and international experts such as professionally-acclaimed cooks, beverage experts – depending on the category (hereinafter "catering and food technology experts").

- 7.2 Entries will be judged by criteria previously established by jury. Main criteria are appearance, structure, smell and taste. There will also be additional food technology criteria – compliance with production technology.
- 7.3 Each product can get the score of 1–10 points from each jury member, with additional 1–10 points from each food technology expert. The average score awarded by the jury is aggregated separately for each product submitted by producer, irrespective of how many entries have been submitted in particular category – there is no cross-referencing of products. Entries with highest jury score will be awarded as follows:
 - 7.3.1 Gold: 210–176 points (maximum points that can be awarded by 5 judges)
 - 7.3.2 Silver: 175–165 points
 - 7.3.3 Bronze: 164–154 points
 - 7.3.4 **Three products** with the highest overall score will be awarded with **PLATINUM medals** in the overall competition and declared to best products in the Baltics in 2024. Winners of the overall competition will be offered a contract with Chefs' Club that will allow these products to be used during association's events, receptions, master classes, other competitions and marketing campaigns. Contract duration is one year, during which these local Baltic products, their quality and story will be promoted in a targeted manner.
- 7.4 All other entries will receive competition certificates.
- 7.5 Apart from score, entry evaluation table also has section for jury comments where judges enter their answers to three questions (1 sentence on each):
 - 7.5.1 What can I as a judge suggest to change or improve in the way competition product is manufactured or prepared?
 - 7.5.2 How could I use the product in my profession?
 - 7.5.3 What can this product be mixed/served with?
 - 7.5.4 Does the product comply with production technology (only for food technology experts)?
- 7.6 Products entered in the same category do not compete with each other in terms of evaluation. Each product is assessed on its own.
- 7.7 No talking is allowed during the evaluation. Jury also does not see the product packaging or product shelf appearance and judges are not required to evaluate product's overall appearance and packaging.
- 7.8 Jury decision is final and cannot be appealed.

8. Competition entry fee and registration procedure

- 8.1 Entry fee for one product is **€90** (incl. VAT) **before 23 June** and **€130** (incl. VAT) **from 24 June to 22 August**.
- 8.2 Registration invoice will be sent in a separate e-mail following the confirmation e-mail. Entry fee must be paid by 31 August 2024 (end of the day).
- 8.3 Registration form must be filled out and submitted digitally to e-mail: baltictasteaward@gmail.com no later than midnight (23:59) on 22 August.

9. Competition events

- 9.1 Evaluation of entries will take place at the Pavilion 1, Ķīpsala Expo Centre, during the Riga Food trade fair on 5 September 2024 from 9:00 to 17:00.
Products can be submitted in person on 2-4 September, from 9:00 to 17:00, at the restaurant Entresol, 22 Elizabetes Street, Riga (coordinator: Viesturs Lasmanis, phone: +371 2631 9522) or parcel lockers of Omniva, Latvijas pasts, DPD or Venipak that are located at the Origo Shopping Centre by the Central railway Station.
- 9.2 Jury will evaluate products one-by-one. Evaluation does not include discussions. It is estimated that evaluation of one product will not take more than 5 minutes.
- 9.3 Competition entries will also be displayed in the foyer of Expo Centre during the Riga Food trade fair on 5–7 September.

10. Winning products and prizes

- 10.1 Products with the highest score in their category will receive medals, certificates and designs (of Baltic Taste Award 2024 gold medal. Winners will be authorised to use the design in their product packaging. Runner up and bronze medal winner will receive certificates and design of silver and bronze medal respectively. Winners will receive the digital design of labels that they can use to market their product. More on the use of labels at: www.chef.lv.
- 10.2 Winning products will also be posted on Riga Food webpage: www.rigafood.lv and Chefs' Club page: <https://chef.lv/>.
- 10.3 List of winning products (winners of the three top positions), together with jury comments, will be sent out to all participants and posted on the official webpage of Riga Food: www.rigafood.lv and Chefs' Club page: <https://chef.lv/>.

- 10.4 Top-rated entries will also be displayed during the publicity event for media – a tasting, during which winning entries will be announced to the media.

11. Competition results

- 11.1 All participants will receive jury scores and comments with structured description of what can be improved or changed in the product to make it better. Jury reviews will be sent to participants no later than one month following the competition.

12. Competition product display

- 12.1 All competition entries will be displayed in the foyer of Expo Centre during the Riga Food trade fair on 5–7 September for all visitors, including media and professionals, to see.

13. Contacts

Additional information about the competition can be obtained from organisers via official competition e-mail: baltictasteaward@gmail.com

14. Amendments

Organisers have the right to change competition rules. Any such changes will be communicated to participants either at the competition venue, through social media or webpage: www.chef.lv.

15. Final provisions

- 15.1 Data contained in registration forms will not be disclosed to third parties and will only be used for the purposes of processing entries and contacting participants. Participant contact details and product data will be used during the competition and following promotion campaigns.
- 15.2 By entering the competition, participants agree to allow the use of submitted product photos for promotion of entered products and participating producer without additional authorisation granted by the said participant.

[1] Cheeses: 2–4 kg cheese – half wheel (about 1–2 kg), for cheese wheels that exceed 4 kg – one quarter (judges will evaluate only one kilo of product)