

HORECAVA INNOVATION AWARD 2024

Information on how to take part



KEY DATES

Tuesday 10 October

Registration deadline

Thursday 7 December

Jury day for nominees

Thursday 9 November

Food & Beverage Tasting day

Monday 8 January

HIA award ceremony
(Opening of Horecava
2024)

Monday 13 November

Announcement of nominees

If you have a new product or service, then shouldn't the entire foodservice industry know? That is why Horecava is awarding the Horecava Innovation Award, the ultimate prize for the stand-out innovation in the sector, for the 23rd time.

Follow in the footsteps of Redefine Meat, FrieteRia-BrasseRia, Satelliet hospitality furniture, Lacol, de Clique, Enjoy, Ozarka, Gold & Green, Karma Shoarma and many other previous prizewinners. What does it mean taking part at the Horecava Innovation Award?

- Assessment by an expert jury working in the Foodservice & Hospitality industry and real specialists in the relevant category.
- Publicity in specialist journals and national, regional and local media.
- Extensive coverage on our socials, in our newsletters and on the website.
- A display at Horecava in January where you can display your innovation to over 60.000 visitors.
- A chance to win one of the many prizes that the Horecava Innovation Award is handing out.
- And the overall winner will of course get eternal fame and glory and the official Horecava Innovation Award trophy.
- **Taking part and winning the award means for many participants extra visibility, brand awareness, acceleration in the roll-out of their innovation and/or a strong turnover boost!**

Categories

An independent jury of entrepreneurs, experts and trade journalists assesses all the entries by testing, viewing and tasting the products submitted in order to come up with four nominations in the following categories.

Food & Beverage

New and innovative products with new tastes, taste combinations or applications. Innovative in the market, surprising to guests and interesting to entrepreneurs from a business economic perspective. All foodstuffs (at any stage in the process, from fresh to ready-to-eat) and drinks. This category also includes local and regional food and beverage products. The preparation instructions should be submitted upon registration.

Equipment & Services

Products/systems that make the work of entrepreneurs and staff easier, less of a burden, less of an effort, quicker to do, or more enjoyable. Techniques which increase the quality of the hospitality product. Performance-enhancing equipment, technology (for example robots), installations and tools. Services which improve operations relating to the hospitality product. Education and training courses, product concepts, books, etc. The jury would like entries to be accompanied by any available advisory reports or reports by the Netherlands Organisation for Applied Scientific Research [Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek] (TNO).

Concepts, Interior & Design

Products (for both interiors and exteriors) which help to improve a company's image and the atmosphere and level of comfort for guests, which enhance the experience and help to achieve higher turnovers. Possible examples are furniture and furnishings, lighting, crockery, cutlery and glassware and decorations. New or innovative and distinctive concepts (ideas or systems) for consumers or guests. Extensive product concepts and concepts involving several market parties/suppliers for the hospitality industry. Alternatively a new/revised element or process of an existing concept, for example a serving or hotel concept, as well as co-creation between business partners, or new organisation or business models.

Digital, Apps & Social Media

Mobile and digital applications for guests/consumers and/or entrepreneurs within the hospitality industry and food service which increase the quality and experience and/or make operations easier and/or increase return. By this we mean, for example, wearables, apps, cloud solutions, online communities, loyalty programmes, (big) data applications and smart marketing, CRM and operational tools and software. NB: The jury would like to receive a demonstration version, including clear instructions on how to use the innovation submitted.

Horecava Sustainability Award

The Horecava Sustainability Award goes to the innovation that most clearly demonstrates a sustainable, future-oriented vision*. The innovation gives the sector a refreshing boost, with a healthy chance of return, and is produced with respect for people, animals and the planet. A circular innovation is an advantage, a regenerative one (= aimed at restoring nature, yourself and others) is a plus. Pioneering innovations in the field of sustainability can be: innovative and future-proof products, services, technologies and/or business models.

**Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*

Source: Platform Sustainability

Criteria & conditions Horecava Innovation Award 2024

Any manufacturers, developers and suppliers can participate who (are going to) supply products to the Dutch hospitality- and/or foodservice sector. Participation in the Horecava Innovation Award is free of charge.

REGISTRATION FOR THE HORECAVA INNOVATION AWARD (except for the Horecava Sustainability Award)

- 1) Products appearing on the Dutch market between October 24, 2022 and January 11, 2024 can be submitted to participate in the Horecava Innovation Award 2024.
- 2) Participants can register by completely filling in the online registration form in the Exhibitors' Portal by no later than 10 October 2023. Look at all the steps you have to take at the [Horecava Innovation Award page on our website](#).
- 3) Part of the registration is a digital pitch in the form of a short film. This request is accompanied by a clarification of the duration, form and content of the pitch.
- 4) The entries and pitches are assessed by the category jury. The four entries with the highest number of points per category are invited to the jury day.
- 5) The jury day is going to take place on Thursday 7 December 2023. If you are nominated, you must be physically present on this jury day. All products must be available to the jury during the jury day. Entries must be in working order and ready for use (plug and play). Do not forget to indicate clearly whether the product has to be kept in the fridge or freezer.

Deviating conditions Horecava Sustainability Award

- 1) In addition to existing innovations, well thought-out ideas can also be submitted. It should be possible to present at least: a business plan and financial plan to demonstrate that the entrant really intends to start with this.
- 2) Instead of a ready-made product, a prototype may also be submitted.

PROCES EXCEPTIONS

An extra jury day has been added for the Food and Beverage category. For this category it applies that a maximum of 15 entries with the highest number of points will be invited to a tasting day. This day will take place on Thursday 9 November 2023.

- 1) A fridge and freezer will be available for the food and beverage products.
- 2) All products must be available to the jury during the tasting day at RAI Amsterdam by no later than on 6 November 2023 from 10.00 a.m. onwards. The preparation instructions relating to the product must be included with the registration, because all products will be prepared by our Basement Chefs.
- 3) Perishable or fresh products can be delivered to RAI Amsterdam before 9.00 a.m. on 9 November 2023.

NB: The jury only assesses products/services which are actually submitted.

CONDITIONS

All entries must comply with the following conditions:

- 1) The registration module must be fully completed and, in the case of the Food and Beverage category, the preparation instructions must be included.
- 2) The submitted pitch must meet the form, duration and content criteria as indicated in the registration module.
- 3) Entrants who are invited to attend the jury day will send the product in question, or have it delivered, to the RAI by no later than the date indicated.
- 4) Entries which are 'under embargo' are not permitted and the organisation reserves the right to publish information on the submitted products/services halfway through November.
- 5) The following exceptions apply to points 1 to 4.
 - a. In consultation with the organisation perishable or fresh products must be delivered to RAI Amsterdam **before 9.00 a.m. on 9 November 2023**.
 - b. If products have appeared on the market after 24 October 2022, very detailed information and photo/ film documentation must be submitted and will be used at the jury day to present the product.
 - c. **NB. In the case of all categories (except for the Horecava Sustainability Award) it applies that the jury can only assess products which are actually available (a prototype is sufficient). Products which are not submitted, or which are not submitted on time, while they do not fall under a. or b., will not be eligible for assessment.**
- 6) All information submitted in writing, as well as accompanying photos, DVDs and illustrations, will remain the property of the organisation.
- 7) All products submitted in the Food and Beverage category will remain the property of the organisation.
- 8) In the case of products submitted in the Equipment and Services, Concepts, Interior and Design and Digital, Apps and Social Media categories, entrants will indicate whether they want the product in question back. The Horecava team will announce in time where and when products can be collected.
- 9) Nominees and winners may, as necessary, leave their products at RAI Amsterdam until no later than 11 January 2023. If products have not been collected after this date, they will be retained by the organisation.
- 10) The Horecava Innovation Award organisation and other parties involved cannot be held responsible for any damage to products during storage or assessment. Participants will take part in the event for their own account and risk.
- 11) The jury reserves the right to exclude entries which are incomplete, or which do not meet the conditions, from participation.

ASSESSMENT

Any supplier can submit an entry, even if they are not exhibiting at Horecava 2024. The only condition is that the innovation contributes to the following aspects.

- 1) The entry will be assessed by an independent, expert jury. The jury may ask manufacturers/suppliers for additional information or products.
- 2) All entries will be assessed on the general aspects, as well as on the aspects per category as described below.
- 3) A maximum of four submissions with the highest number of points per category will be invited to the jury day on Thursday 7 December.
- 4) Entries that are not nominated will only be notified in writing, with a brief explanation of the assessment. The jury's decision is binding. You will not receive a jury report and there will be no correspondence or negotiations about the result. The reason for this is to prevent any subjective discussions.

GENERAL ASSESSMENT CRITERIA

Innovations will have a positive effect on (a combination of) the following aspects. These aspects will be assessed for all innovations. These aspects will be assessed on the basis of a 5 point scale: 1) Poor 2) Mediocre 3) Average 4) More than satisfactory 5) Good:

- **Guest experience – service**
The effect that the use of the innovation has on the user and the experience.
- **Quality**
The effect that using the innovation has on the quality of (the products) of the user.
- **Efficiency and effectiveness**
The effect that using the innovation has on the user's efficiency or effectiveness.
- **Competitiveness**
The effect that using the innovation has on the user's competitiveness.
- **Turnover and/or margins**
The effect that using the innovation has on the user's turnover or margin.
- **Sustainability**
The effect that the use of the innovation has on more sustainable business operations and to what extent the innovation was invented/developed with respect for people, animals and the planet.
- **Scalable**
The extent to which the innovation is scalable and has the potential to gain a large market share.
- **The ability to plan**
The extent to which the plans for rolling out the innovation have been developed.
- **Marketing**
The extent to which the marketing for the innovation has been developed.

ASSESSMENT CRITERIA PER CATEGORY

In addition to the general judging criteria, the entries are judged on a number of aspects based on the category. These are judged based on the submitted video pitch.

Category Food & Beverage

- The extent to which the innovation offers **a new taste or taste combination**.
- The extent to which ingredients have been used **in a new application** in order to realise the innovation, or the extent to which the innovation makes it possible to use ingredients in a new application.

Category Equipment & Services:

- The extent to which products/systems make the work **easier, less of a burden, less of an effort, or more enjoyable**.
- The extent to which products/systems **enhance performance or improve operations**.
- The extent to which products/systems **guarantee the safety of works and processes**.

Category Concepts, Interior & Design

- The extent to which the innovation **improves the concept's image, atmosphere, or level of comfort**.
- The extent to which the innovation is based **on a new organisation, business model, or co-creation** and contributes in that way to the development or strengthening of the sector.

Category Digital, Apps & Social Media

- The extent to which the innovation **makes it easier to do business**.
- The extent to which the innovation makes **new applications** feasible for the entrepreneur.

Horecava Sustainability Award

- The extent to which the innovation demonstrates **a sustainable, future-oriented vision**.
- The extent to which the innovation can actually bring **constructive sustainable change within the industry**.
- The extent and the manner/term in which the innovation has **an impact on the footprint of the users and our immediate environment**.

MORE INFORMATION

Do you have a question or do you want more information about the Horecava Innovation Award? Look at Horecava's website or send an e-mail to horecava@rai.nl.

Jury chairman



Puck Wilbers,
Managing partner HTC,
Consumatics, Atir

Horecava Sustainability Award



Puck Kerkhoven,
Culinary journalist,
author and food writer/
Owner Redfox Media



Frank Lindner,
Campaigner Foodwatch
Nederland



Ellekari Klaasse,
Founder Circular Stories,
Circular Business Expert

Food & Beverage



Chris Cramer,
Cramer Consultancy &
Events



Ronald van den Noord
Entrepreneur coach at
Taco Mundo



Marcel de Leeuw,
Chef2Chef Manager
Nestle Professional



Marleen Visser,
Food Photography &
Styling

Equipment & Services



Uwe Reimer,
Sales Director
Hoshizaki Europe



Marjon Prummel,
Chief editor Misset
Horeca



Fjalar Goud,
Co-owner ISAAC
Company



Maarten van Hussen,
Senior advisor at HTC

Concepts, Interior & Design



Gerben van der Molen,
Star Design



Mieke Verduijn,
CEO Peakz Padel



Iris Kranenburg,
Chief editor Entree
Magazine



Luuk Scholte,
Director Participants at
Floriade Expo

Digital, Apps & Social Media



Hugo Maat,
Koninklijke Horeca
Nederland



Patrick Brand,
Co-Founder
Hoteliers.com



Colin Westerwoudt,
Managing partner at
TIPPR



Marissa Gubler,
Product Manager Digital -
Travel & Recovery at KLM