



# HORECAVA AWARDS



**Horecava Awards: information & criteria to participate**

**Do you have an innovative product or concept that makes a (sustainable) impact? The entire foodservice industry should know about it, right? That's why Horecava presents the Horecava Innovation Award and the Horecava Sustainability Award for the best (sustainable) innovation in the industry!**

**Additionally, this edition marks the debut of the Horecava Public Award!**

Follow in the footsteps of previous winners like Albron, Uhhmami, Redefine Meat, the Clique, Gold & Green, Karma Kebab, and many others. **Participating and winning an award means:**

- **Increased visibility and name recognition**
  - Publication in trade journals and national, regional, and local media;
  - Extensive attention on our social media channels, newsletters, and website;
  - A display at the fair where you can showcase your innovation to over 60.000 visitors;
- **Expand your network and accelerate rollout**
  - Evaluation by an expert jury from the Foodservice & Hospitality industry and experts within various industry segments;
  - Acceleration in the rollout of the innovation and/or a significant boost in sales;
- **Eternal fame**
  - And the winners, of course, gain eternal fame and the official rotating trophies for the Horecava Innovation Award, Horecava Sustainability Award, and/or Horecava Public Award.

## Horecava Awards

Horecava provides a platform for innovations that positively impact multiple market segments within the foodservice industry. Participation is open to all manufacturers, developers, suppliers, collaborations, foundations, and other entities supplying products, concepts, or initiatives to the Dutch hospitality and foodservice industry. The foodservice industry includes (but is not limited to) the following market segments: Horeca, Facilities, Healthcare, High Traffic, Retail, Arts & Culture, Leisure.

A product or concept is eligible for one of the Awards if it brings about a constructive change with lasting, positive impact. This can be in the form of:

- **Quality of product or concept**

A new flavor (combination) or application, enhancing the appearance, ambiance, or comfort of the concept;
- **Efficiency and effectiveness**

Simplifying, alleviating, or reducing processes, improving/ensuring safety, or making new applications accessible;
- **Optimal business operations**

Improving business operations, enhancing performance/results, creating a new organization, business model, or co-creation, facilitating entrepreneurship;
- **Sustainability:**

Impact on the footprint of users and our immediate environment, and a groundbreaking, sustainable, future-oriented vision.

An independent jury of entrepreneurs, experts, and trade journalists assesses all entries by reviewing and, where necessary, tasting the submitted products. **Participation in one of the Horecava Awards is free of charge.**



## Horecava Innovation Award

The Horecava Innovation Award is given to the innovation with the most positive impact on business operations. The innovation provides constructive change with a lasting positive effect on product or concept quality, process efficiency and effectiveness, and/or business operations optimization. It is important that the innovation is applicable to multiple market segments within the industry.

Innovations can include pioneering and future-proof products, services, technologies, and/or business models in areas such as food & beverage, equipment, services, concepts, interior, design, digital, apps, or social media.



## Horecava Sustainability Award

The Horecava Sustainability Award is given to the innovation that most demonstrates a sustainable, future-oriented vision. The innovation gives the sector a groundbreaking impulse, with a healthy potential for profitability, produced with respect for people, animals, and the planet. A circular innovation is a plus, and a regenerative (focused on the restoration of nature, oneself, and others) innovation is even more valuable.

Groundbreaking innovations in sustainability can include pioneering 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 for Sustainability*



## Horecava Public Award

The Horecava Public Award is awarded to the innovation that convinces the public the most of its positive impact on the foodservice industry. The winner is chosen from a total of eight nominees.

After the nominees are announced, the voting portal for the Horecava Public Award opens. Through various Horecava channels, the public is encouraged to vote, and nominees are also encouraged to gather as many votes as possible, for example, through their online channels. Horecava has a partnership with various educational institutions, where students also cast their votes. Finally, during the opening of Horecava, invited professionals and decision-makers from the foodservice industry and press are asked to vote. The distribution of the votes is as follows:

- 1/3 of the votes through the online voting portal
- 1/3 of the votes through educational partners
- 1/3 of the votes during the opening

# Process and planning

Products appearing on the Dutch market between the 17<sup>th</sup> of October 2023, and the 13<sup>th</sup> of January 2025, can be submitted to participate in the Horecava Awards 2025. Key dates:

- **To be announced:** Horecava Awards 2025 registration opens
- **11<sup>th</sup> of October, 2024:** Registration deadline
- **12<sup>th</sup> of November 2024:** Tasting day for Food & Beverage products
- **14<sup>th</sup> of November 2024:** Announcement of selected entries
- **28<sup>th</sup> of November 2024:** Jury day (presentation & pitch at RAI Amsterdam)
- **29<sup>th</sup> of November 2024:** Announcement of nominees
- **3<sup>rd</sup> of December 2024:** Information session for nominees
- **5<sup>th</sup> of December 2024:** Horecava Public Award voting module opens
- **13<sup>th</sup> of January 2025:** Opening of Horecava 2025 and awarding of the Horecava Awards

## Registration for Horecava Awards

You can register for one of the Horecava Awards by completing the online registration form by Friday the 11<sup>th</sup> of October. See the step-by-step guide on [the Horecava Innovation Award page](#). An optional part of the registration form is a digital pitch in the form of a video. Explanations about the duration, form, and content of the pitch are also found in the registration form.

## Evaluation and selection

The entries and pitches are evaluated by an independent, expert jury. The jury may request additional information or products from manufacturers/suppliers. All entries are judged on the following criteria. The entries with the highest scores are invited to the jury day. Eight entries are invited for the Horeca Innovation Award, and eight entries for the Horecava Sustainability Award.

## Selection of Food & Beverage products

For a selected number of entries in the Food & Beverage category, there will be a tasting day on Tuesday the 12<sup>th</sup> of November. A refrigerator and freezer will be available for the products on this day. All products must be available to the jury on the tasting day, no later than Monday the 11<sup>th</sup> of November, at 10:00 am at RAI Amsterdam. The preparation method of the product must be included with the registration, as the products will be prepared by our Basement Chefs. Perishable or fresh products can be delivered on Tuesday the 12<sup>th</sup> of November, before 9:00 am. After the tasting day, the selected entries for the jury day will be announced.

## Jury day

All selected entries must be physically present on the jury day. All products must also be available for the jury on this day. Entries must be operational and ready for use; a prototype is acceptable. Remember to clearly indicate whether the product should be stored in the refrigerator or freezer. The 16 selected entries will present to the Horecava Innovation Award jury and the Horecava Sustainability Award jury on Thursday the 28<sup>th</sup> of November. They will also all record a short video pitch under the guidance of the Horecava team.

## Nominations and announcement

After the jury day, the nominations will be announced on Friday the 29<sup>th</sup> of November. Four entries will be nominated for the Horecava Innovation Award and four entries for the Horecava Sustainability Award from those present on the jury day.

**For all outcomes applies: all non-nominees will receive a written notification with a brief explanation of the evaluation. The jury's decision is final. To avoid subjective discussions, the result cannot be discussed.**

## Information session

On Tuesday the 3<sup>rd</sup> of December, there will be an information session at the RAI Amsterdam for all nominees. During this meeting, a festive toast will be held, and nominees will receive more information about the continuation of the Horecava Awards, the voting module, and the various marketing campaigns to garner votes for the Horecava Public Award.

## Voting for the Horecava Public Award

On Thursday the 5<sup>th</sup> of December, the voting module for the Horecava Public Award opens. From that moment on, nominees can start their marketing campaigns to garner votes and increase their brand awareness.

## Award ceremony

The Horecava Awards will be presented during the opening of Horecava 2025 on Monday the 13<sup>th</sup> of January, at 10:00 am. Nominees are physically present and will receive an official invitation at a later date.

# Evaluation criteria

Innovations positively affect (a combination of) the following aspects, which are evaluated for all innovations. The evaluation of these aspects is done using a 5-point scale: 1) Poor 2) Fair 3) Average 4) Good 5) Excellent.

## Horecava Innovation Award

- **Innovativeness**  
The extent to which the innovation is completely new, partially new, a new (flavor) combination, a new application, or a further development. The greater the change, renewal, or difference compared to existing similar solutions, the higher the innovativeness.
- **Quality**  
The extent to which the innovation impacts the quality of the user's or customer's (products or concepts). And the extent to which the innovation enhances experience, appearance, ambiance, or comfort.
- **Efficiency and effectiveness**  
The extent to which the innovation affects the efficiency and/or effectiveness of the user. And the extent to which the innovation can simplify, alleviate, reduce, enhance, or make work and/or processes safer.
- **Business operations / revenue & margin enhancing**  
The extent to which the use or application of the innovation impacts the competitive position and revenue/margin of the user. And the extent to which the innovation helps the user improve performance or business operations.
- **Scalability**  
The extent to which the innovation is scalable and has the potential to gain a significant market share. And the extent to which the plans for the rollout and a strong marketing (strategy) of the innovation are developed.

# Horecava Sustainability Award

- **Innovativeness**

The extent to which the innovation is completely new, partially new, a new (flavor) combination, a new application, or a further development. And the extent to which the innovation can bring about constructive sustainable change within the industry. The greater the change, renewal, or difference compared to existing similar solutions, the higher the innovativeness.

- **Vision**

The extent to which the innovation shows a groundbreaking, sustainable, future-oriented vision.

- **Business operations**

The extent to which the innovation affects more sustainable business operations.

- **Footprint**

The extent to which the innovation impacts the footprint of users and our immediate environment. And the extent to which the innovation is invented/developed with respect for people, animals, and the planet. An important part of the evaluation is that from production to logistics, use, and waste processing, the innovation contributes to reducing the footprint.

- **Scalability**

The extent to which the innovation is scalable and has the potential to gain a significant market share. This is assessed based on the extent to which the plans for the rollout and a strong marketing (strategy) of the innovation are developed, as well as the extent and timeframe in which the innovation impacts the footprint.

## Conditions

All entries must meet the following conditions:

- 1) The registration module is fully completed.
- 2) The entrant invited for the jury day sends or delivers the relevant product to RAI Amsterdam by the specified deadline as described under the 'Selection of Food & Beverage products' section.
- 3) Submissions 'under embargo' are not allowed; the organization reserves the right to announce the submitted products or concepts in mid-November.
- 4) All written information submitted, as well as accompanying photos, videos, illustrations, and products submitted in the Food & Beverage category, remain the property of the organization.
- 5) For submitted products: entrants indicate whether they want the relevant product returned. The organization will inform when and where products can be collected.
- 6) The innovations of nominees and winners will be displayed at TrendLAB during the fair. Innovations must be collected on Thursday the 16<sup>th</sup> of January 2025, between 17:00 and 18:00. If innovations are not collected by this date, they will be taken by the organization.
- 7) The organization of the Horecava Awards and other parties involved cannot be held responsible for any damage to innovations during storage or assessment. Participation is at one's own risk.
- 8) The jury reserves the right to exclude entries that are incomplete or do not meet the conditions from participation.

**Do you have a question or want more information about the Horecava Innovation Award? Visit the Horecava website or email your question to [horecava@rai.nl](mailto:horecava@rai.nl).**

# Juryleden Horecava Awards

## Juryvoorzitter



**Puck Wilbers,**  
Managing partner  
CONTRAST



**Puck Kerkhoven,**  
Eigenaar Redfox Media



**Frank Lindner,**  
Campaign Leader  
Foodwatch Nederland



**Ellekari Klaasse,**  
Founder Circular Stories



**Chris Cramer,**  
Managing Director Cramer  
Consultancy Events



**Ronald van den Noord**  
Entrepreneur coach Taco  
Mundo



**Marleen Visser,**  
Food Photography &  
Styling



**Uwe Reimer,**  
Sales Director  
Hoshizaki Europe



**Marjon Prummel,**  
Hoofdredacteur Misset  
Horeca



**Fjalar Goud,**  
Co-owner ISAAC  
Company



**Maarten van Hussen,**  
Hospitality Consultant  
CONTRAST



**Gerben van der Molen,**  
Interior Architect Stars  
Design



**Mieke Verduijn,**  
CEO Peakz Padel



**Iris Kranenburg,**  
Hoofdredacteur Entree  
Magazine



**Luuk Scholte,**  
Managing Director  
Greendish



**Hugo Maat,**  
Manager Inkoop  
Koninklijke Horeca  
Nederland



**Patrick Brand,**  
Co-Founder  
Hoteliers.com



**Colin Westerwoudt,**  
Managing partner  
TIPPR



**Marissa Gubler,**  
Product Manager Digital -  
Travel & Recovery bij KLM