



RETAIL COUNCIL OF CANADA
Canadian Grand Prix | 2016
NEW PRODUCT AWARDS

CALL FOR ENTRIES

Bring your new product into the winner's circle!

Benefits to entering Canada's premier new product awards program:

1. **Extensive and objective product evaluation and feedback** from a jury of retail industry experts. The jury spends several days tasting and evaluating all entries to come up with a list of finalists across all categories.
2. Compete with other brands (big and small) on a **level playing field** and see how you stack up.
3. Make a statement: **showcase your product development**, the strategy and go-to-market launch is one of the best in Canada.
4. **Demonstrate pride** in your product. Give your team a nod that says they're one of the best in Canada and recognize their excellence in identifying consumer trends.
5. **Market the prestige** of having an award-winning product and a forward-thinking brand.
6. Blaze your trail. If you're already a market leader, validate your position, acute marketing sense, and **serve notice that your brand's innovation is here to stay**.
7. Get noticed. Stay noticed. With a **judging panel that includes retail industry experts**, your product gets invaluable exposure. Plus, being awarded is a great way to stay top-of-mind with trade and consumers alike.
8. Become a **category leader**. Being a finalist or winner could change your company's whole outlook.
9. Fantastic consumer exposure for your products: all finalists are profiled in our Finalist Flyer that is **distributed in Quebec and Ontario to one million doorsteps!** All Canadian Grand Prix winners are included in a Winners Digital Brochure that is **supported with a one million ad impression buy online** in local newspapers.
10. **Amazing trade exposure** through Retail Council of Canada's *Canadian Retailer* magazine coverage for all submissions and feature articles on the awards and category finalists/winners. We also support our awards with extensive direct marketing, social media and additional media partnerships including *Canadian Grocer*, *Grocery Business* and *Western Grocer*.
11. **Recognition and brand exposure** at the Canadian Grand Prix Gala, one of Canada's premier grocery events attended by influential retail and grocery industry leaders.

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2016

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Retail Council of Canada



Conseil canadien du
commerce de détail

With new updates and features, our already industry-leading program keeps getting better and better:

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- **Grand Prix Advisory Council.** We have established the Canadian Grand Prix Advisory Council featuring an experienced group of food retailing merchants and members from within the vendor/supplier community. The Council helps us review our listing strategy and product categories, plus provides real-world industry guidance to improve our evaluation criteria.
- **Integrated Private Label Categories.** Our private label product categories correspond with our CPG food and non-food categories. This creates better alignment for our category listings and a more holistic approach to the awards themselves
- **New Food and Non-Food Categories.** Working with the Council we both reviewed the overall program structure and created new food and non-food categories for the Grand Prix New Product Awards program: We have expanded the number of categories from 32 to 46. In addition, all descriptions now include Nielsen category rating descriptions.



Be part of Canada's
Premier Awards &
Grocery Industry
Event



Be part of this industry-leading program!

This is your unique opportunity to have your products evaluated by a jury of esteemed industry experts, to be recognized among your peers for your innovation and to showcase your new product to one million Canadian households.

For full information on the awards program, visit RCCGrandPrix.ca!

Produced by



Retail Council of Canada



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