



NON-FOOD EVALUATION CRITERIA 2017

1) Mission of the Canadian Grand Prix New Product Awards™

With the basic objectives of encouraging manufacturers to develop and market innovative food industry distribution products and to provide Canadian consumers with exceptional value and quality, the mission of the Canadian Grand Prix New Product Awards™ is defined as follows:

A Retail Council of Canada consumer-focused annual awards program, the Canadian Grand Prix New Product Awards™ celebrates advancement and excellence in new food distribution industry products to further encourage manufacturer innovation and to profile continued value to consumers.

The Canadian Grand Prix New Product Awards™ mission implies that jurors should view and evaluate products in a frame of mind similar to that of a consumer, one who is perhaps exposed to that product for the very first time.

As a Canadian Grand Prix New Product Awards™ GROCERY PRODUCTS juror, you are required to view the products you are testing from the consumer's perspective.

2) Product Eligibility

Products having entered the Canadian Grand Prix New Product Awards™ – GROCERY PRODUCTS for this 2017 edition have met the following requirements:

- The products entered were introduced and made available for sale in Canada for the first time between January 1 and December 31, 2017;
- The products met the characteristics of the appropriate Canadian Grand Prix New Product Awards™ – GROCERY PRODUCTS categories.

All newly introduced products are eligible to enter the Canadian Grand Prix New Product Awards™. ***These can be brand new products and/or existing products that have been enhanced or modified or even extensions of existing product lines.***

3) CGPNPA Finalists & Winners. Special Awards

Finalists and Winners

To reach the *finalist* status in the Canadian Grand Prix New Product Awards™, a product must have achieved a cumulated average score of **70 percent** or more. The Canadian Grand Prix

New Product Awards *winner* is the product that has attained the highest score amongst the products that have reached *finalist* status for a particular category. If no product reaches the *finalist* status in any given category, no award will be attributed in that category.

4) **Product Categories**

The 2017 edition of the Canadian Grand Prix New Product Awards™ – GROCERY PRODUCTS features twelve **(14)** Food Product categories, seven **(9)** Non-Food Product categories and thirteen **(23)** Private Label categories.

5) **Product Evaluation**

a. **Food Products**

Product judging and evaluation is conducted at the *Institut de Tourisme et d'Hôtellerie du Québec (ITHQ)*, February 27, 28, and March 1. The process involves the following steps:

Briefing: Upon their arrival at ITHQ, jurors are convened as a group to receive some preparatory information and instructions regarding the evaluation methodology and procedures.

Individual Evaluation: Jurors simultaneously evaluate each individual product. The evaluation includes product tasting, analysis of packaging information, comparative data analysis of other products from the same category as well as other forms of investigation deemed necessary and reasonable for a fair and complete collection of evaluation information. Jurors then individually complete a computerized detailed evaluation form.

Data Tabulation: At the end of the evaluation session, Canadian Grand Prix New Product Awards™ management tabulates the results of each juror for each individual product. When all scores have been compiled, a list of finalists is drawn up (i.e. those products having obtained an average cumulated score of 70% or better).

Declaration of Canadian Grand Prix New Product Awards™ Winners: Final declaration of the winning products will be at a Grand Prix Gala ceremony on May 30 in Toronto. The results and the contents of the deliberation process remain strictly confidential and can only be released in due time and course by Canadian Grand Prix New Product Awards™ management.

b. **Non-Food and some shelf stable products**

Product Evaluation: Product judging and evaluation is conducted at the *Institut de Tourisme et d'Hôtellerie du Québec (ITHQ)*, February 27, 28, and March 1. The evaluation includes reviewing and analyzing information, comparative data of other

products from the same category as well as other forms of investigation deemed necessary and reasonable for a fair and complete collection of evaluation information. Jurors then individually complete an evaluation form, and provide their scores at the ITHQ in Montreal.

Declaration of Canadian Grand Prix New Product Awards™ Winners: Final declaration of the winning products will be at a Grand Prix Gala ceremony on May 30 in Toronto. The results and the contents of the deliberation process remain strictly confidential and can only be released in due time and course by Canadian Grand Prix New Product Awards™ management.

c. **Evaluation Criteria**

A Canadian Grand Prix New Product Awards™ winner stands out from other products because of its innovative features and characteristics as well as its exceptional value to consumers compared to other products in its category.

These innovative features can be defined and expressed not only in the intrinsic characteristics of the product but also in its packaging, its availability and convenience, its added benefits, its exceptional quality and value to the consumer.

Products are judged against the following evaluation criteria:

Innovation and Originality: 25%

In scoring products against these important and overarching criteria, jurors should ask themselves the following questions:

How is this product new and innovative? How and to what extent is it different from other products in this category? How do these differences change the way we look at this type of product or others from this category? What is the potential for the innovative features of this product to affect the development of new products within this category or in other categories? What are the additional benefits that this product offers to consumers?

Product Characteristics: 25%

This criteria measures the effectiveness of the product and the satisfaction of the promise to the consumer. In some cases, Non-Food items can also be judged on sensory aspects (ex. Olfactory, visual, tactile, etc).

Presentation and Packaging: 25%

Measured here are the functional and informational aspects of the product. In scoring products against these criteria, jurors must answer the following questions:

Is there sufficient information provided to the consumer about the product (contents and ingredients, nutritional value, instructions on how to use the product, etc.)? Is the packaging user-friendly, convenient, and adequately designed? Is the product over-packaged? Is it environment-friendly or environmentally innocuous?

Overall Consumer Value: 25%

This category measure the Quality to Price ratio. In other words, is this a good value to the dollar for the consumer? As an added indication of a juror's general appreciation for the product being tested, one might evaluate the likelihood of actually purchasing this product for his or her own home or perhaps recommending it to a friend. Jurors should also measure how the innovative aspects or characteristics of the product enhance value to the consumer.