



# CCM Chefs Own-Brand Awards

Chefs have a choice of products to use in their kitchens. Cash & Carry Management magazine, in association with the Craft Guild of Chefs, has launched the CCM Chefs Own-Brand Awards to determine the best foodservice own-brand products in the market.

We know the care and passion that goes into creating a successful own-brand. It doesn't just happen by magic, and development chefs and supply partners work hard to bring exceptional products of excellent quality and great value to market – products that are driven by customer need and provide innovation in many categories.

These awards will give cash & carries and delivered wholesalers whose own-brand products hit the mark the recognition they deserve, with endorsement from the Craft Guild of Chefs – the leading chefs' association in the UK – who will conduct the judging in blind tastings.



Each product will be tested on taste, texture, aroma, appearance and value for money. To add further value to the awards, feedback will be given by the chefs on each item tested.

Entries are open for products in all food & drink categories at a cost of £75 per product, with one free for every 10 products entered.

The closing date for entries is Wednesday 4 April 2018.

The products must be delivered direct to Westminster Kingsway College, London. Delivery details will be provided when entries have closed, and judging will take place in April 2018.



The winners will be announced at a prestigious awards lunch on Thursday 24 May 2018.

For further information, contact Martin Lovell or Kirsti Sharratt at Cash & Carry Management magazine on 01342 712100.

# How To Enter



Simply write the names of the products underneath each category you wish to enter then complete your details on the last page of this form and email your entry to [mail.winlove@btconnect.com](mailto:mail.winlove@btconnect.com) or post to Winlove Publications, PO Box 366, East Grinstead, RH19 4ZE. Closing date is 4 April 2018. We will then contact you with information about the next stage.

## Product Categories

**Afternoon Tea: scones, cakes, sweet bakery, muffins, doughnuts, cookies, traybakes**

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**Bakery: baguettes, artisan, bread, rolls, petit pain, burger buns, hot dog rolls, dough balls, tortillas, bagels, ethnic bread, savoury hand-held, pies, pasties**

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**Baking**

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**Biscuits**

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**Butchery: poultry, beef, pork, lamb, game**

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**Butter, Fat, Spreads**

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# Product Categories



**Canned: vegetables, beans, tomatoes, fruit, fish, meat, lentils, pulses, noodles**

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**Cereals**

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**Cheese**

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**Children's Selection**

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**Chocolates, Mints, Petits Fours**

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**Cooking Sauces**

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**Crisps & Popcorn**

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**Delicatessen: sandwich fillings, salads, pesto, dips**

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# Product Categories



**Desserts:** sponge puddings, crumbles, tortes, gateaux, trifles, pies, tarts, flans, pancakes, crepes

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**Egg Products:** omelettes, tortillas, souffles, quiches, yorkshire pudding

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**Fish & Seafood:** fishcakes, scampi, breaded fish, battered fish

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**Fork Buffet:** canapes, Oriental, buffet bites, mini desserts

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**Frozen Vegetables & Fruit**

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**Gluten-Free**

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**Gravies, Stocks, Bouillons, Jus**

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**Hot Beverages:** tea, coffee, hot chocolate

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# Product Categories



**Ice Cream, Sorbet, Gelato, Frozen Yogurt**

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**Pizza & Pasta**

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**Potato Products: baked, chips, fries, mash, hash browns, wedges, croquettes**

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**Preserves**

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**Processed Meats: bacon, cooked meats, sausages, stuffing**

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**Ready Meals: British, Indian, Mexican, Americas, Middle East, Oriental, Italian, pies, bakes, vegetarian/vegan**

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**Rice**

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**Sauces & Condiments: portion packs, bulk**

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# Product Categories



Seasonal Products (Christmas, Easter, etc)

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Spices & Seasonings

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Soft Drinks: carbonates, still, juices

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Soup

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Wines, Beers, Spirits

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Yogurts

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Please note that this list is not exhaustive: let us know if you would like any other categories to be included.

Name and job title.....

Company.....

Email.....

Tel..... Purchase order number.....