Foodstuffs Emerge 2025 Application Form Template

*Please download a copy of this template and edit separately.*

*To download, go to File (top left corner) > Download > Microsoft Word*

When you’re ready to submit your application, you can submit it using the link below: <https://form.typeform.com/to/TLVko9i1>

# Application questions

*Please note that question responses must be fewer than 300 words so keep your answers clear and concise.*

**\*1. First, please tell us your full name, email address, contact phone number and company name:**

|  |
| --- |
|  |

**\*2. Please tell us the name of your product.**

Please note: Different flavour variants of the same product can be included in one entry. Otherwise, if you are entering multiple products, you will need to fill out separate applications for each entry

|  |
| --- |
|  |

**\*3. Are you an emerging SUPPLIER or a START-UP?** (choose 1 option)

* Emerging Supplier: You have registered as a vendor with New World and might be selling in a few New World stores
* Start-up: You are in the early stages of trading your product but have not yet ranged your product in New World

*JUDGING CRITERIA: There is no scoring attached to this question.*

**\*4. Which city/region are you based in?**

|  |
| --- |
|  |

*JUDGING CRITERIA: There is no scoring attached to this question.*

**\*5. Here’s your opportunity to tell us all about your product.**

We want to hear about different aspects of your product including formulation, manufacturing, supply chain, and distribution.

|  |
| --- |
|  |

*JUDGING CRITERIA: We are looking for products that represent innovation in their category, are on-trend with changing consumer preferences, and have high sales potential.*

**\*6. Are you currently selling your product?** (choose 1 option)

* Yes
* No

*JUDGING CRITERIA: Unless the product attributes or application is absolutely standout, Emerge will lean towards applicants who are currently selling their product.*

**\*7. If you are currently selling your product, please tell us where?** (e.g. farmers markets, specialist retail stores, direct online retail, supermarkets etc.)

|  |
| --- |
|  |

*JUDGING CRITERIA: There is no scoring attached to this question.*

**\*8. What Category do you see your product sitting in?** (choose 1 option)

* Fresh
* Frozen
* Chilled
* Beverage
* Grocery
* Bakery
* Deli
* Pet
* Health & Beauty
* Other/Non-food

*JUDGING CRITERIA: There is no scoring attached to this question. Consideration on what is currently available within categories.*

**\*9. What makes your product amazing compared to other products in your category?**

Highlight any key strengths and clearly explain how your product is innovative and different from existing products

|  |
| --- |
|  |

*JUDGING CRITERIA: We are looking for products that have a strong point of difference to any other product in the category.*

**\*10. Tell us more about your business and your vision for its future.**

Clearly explain how you would introduce your products to the market and what it would take to do so consider projected revenue, profitability, and growth, taking competition and substitutes into consideration. Also outlining ways you work to create a sustainable business

|  |
| --- |
|  |

*JUDGING CRITERIA: We are looking for company founders and entrepreneurs who are ambitious and have the focus and determination to succeed in the retail non-food, food and beverage sectors.*

**\*11. How would you describe your online and social media presence?**

Please provide links to any online/social media profiles

*JUDGING CRITERIA: Evidence of an existing customer base will be beneficial in showcasing your ability to sell in the supermarket*

**\*12. If you win, getting your product to market will take time, money and commitment - tell us more about your commitment to making this prize package work.**

|  |
| --- |
|  |

*JUDGING CRITERIA: We want to be sure you’re committed and have the resources and capability to succeed.*

**\*13. The expertise on offer to get the winning product to market is Auckland-based. If you win, are you in a position to be in Auckland (or travel to when required) to take full advantage of this?** (choose 1 option)

* Yes
* No

*JUDGING CRITERIA: If you are unable to take full advantage of the prize package, then it is unlikely that this competition is for you.*

**\*14. Please tell us a bit about yourself, your background, and why you think you should win.**

|  |
| --- |
|  |

*JUDGING CRITERIA: We want to get to know you and get a feeling for your ambition and your passion for your product.*

**\*15. Where did you first hear about Foodstuffs Emerge?**

|  |
| --- |
|  |

*JUDGING CRITERIA: This is for informational purposes only*