



## **Editors Award for Infant and Child Nutrition Initiative of the Year**

*Entries for The NutraIngredient-Asia Awards, Editors Award for Infant and Child Nutrition Initiative of the Year category is for an initiative purely relating to infant or child nutrition (under the age of 12). There are no restrictions on the type of initiative you may enter (it could be a new product, delivery system, research, consumer or health practitioner education programme etc) - but it must have significant implications and provide a solution to a key issue facing infant and child nutrition in the APAC Region.*

### **Entry Details**

Name the Infant and Child Nutrition Initiative \*

Related Company\*

### **Contact Details**

First Name\*

Last Name\*

Phone\*

Email\*

### **Does your entry relate to? \***

*Single ingredient, Ingredient blend, A finished product, A delivery system, A production process, Packaging, Clinical Research, Other*

### **What other companies or institutions involved in the innovation (if any)?**

*Text – maximum 100-words*

### **Is your product commercially available in APAC region? \***

*Yes or No*

### **How long has your product been on the market in APAC region? \***

Please specify the length of time (in years or months) for the country or region with the longest market availability.

*Text*

### **What other regions is your product available in? \***

*Tick boxes (multiple options) - Europe, Russia, Middle-East, Africa, North America, South America, Other Region*

### **Describe the key features of your entry: What is the innovation and how does it fit into a commercial product?\***

*Text – maximum 250-words*

**How does your innovation provide a unique solution to this consumer need or problem? Please use non-technical language in this section and keep answers brief, you may provide further details and references to studies in the next questions. \***

*Text – maximum 300-words*

### **Are your claims backed by peer reviewed primary research and/or clinical trials in humans? \***

*\*denotes a mandatory question*



Yes or No

**Provide a short overview of the main evidence in no more than 400 words. You may also supply up to three links to peer reviewed primary research. \***

You may also supply up to three documents of peer reviewed primary research.

*Text – maximum 400-words*

**Peer reviewed primary research upload 1**

*Upload a document*

**Peer reviewed primary research upload 2**

*Upload a document*

**Peer reviewed primary research upload 3**

*Upload a document*

**Where applicable, please provide examples of finished product applications, and consumer demand. \***

*Text – maximum 250-words*

**Give detail of commercial success and engagement from your core target market(s). Where possible give numbers and examples of sales and applications that are available in the market. \***

*Text – maximum 300-words*

**What gives your finished product the 'X factor' – something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims). \***

*Text – maximum 300-words*

**Why should you win this award? \***

In no more than 300 words, provide a succinct overview of what makes your finished product the best.

*Text – maximum 300-words*