



Never has there been more competition for business in the catering industry than there is today and operators are striving for excellence and that all-important point of difference to make them stand out from the crowd.

It's imperative they have the right tools for the job and the *Caterer and Hotelkeeper* Equipment & Supplies Excellence Awards recognise innovation and enterprise in the development of professional catering equipment and supplies which make such a vital contribution to successful food service operations. Our panel of judges will carefully assess the entries for evidence of fresh thinking, significant advances in design and innovative application of technology.

#### **RULES OF ENTRY**

- Equipment entered must be available and on sale in the UK by 1 October 2009. Products still at development stage are not eligible.
- There is no limit to the number of entries per company
- The equipment does not have to be a brand new launch
- Awards for equipment will go to the manufacturer
- Every equipment/case study entered must be on a separate entry form and be accompanied by a cheque or purchase order number, otherwise the entries will not be accepted
- The organisers reserve the right to change the categories and the judging panel without notice to the entrants
- The organisers reserve the right to accept or reject entries
- The decision of the judging panel is final and no correspondence will be entered into
- It is a condition of entry that all entrants will be bound by these rules

#### **AWARDS CATEGORIES**

There are awards for each of the following categories:

- Ancillary equipment eg insect control, water treatment, etc
- Beverage making and dispense
- Combi ovens, steamers and microwaves
- Crockery, cutlery and glassware
- Disposables
- Food display and bar installations
- Food preparation, cookware and kitchen gadgets
- Fryers
- Green award – offering energy efficient/eco-friendly benefits
- Grills, griddles, barbecues and toasters
- Hygiene and waste management
- Ranges and ovens
- Refrigeration – including blast chillers and freezers
- Warewashing

#### **CASE STUDIES**

In addition to the equipment categories, there are two awards where the panel of judges evaluate equipment-based case studies and look for evidence of innovative thinking, best practice and outstanding customer service.

##### **• BEST INSTALLATION CASE STUDY**

Case studies of a named foodservice facility installed between October 2008 and September 2009. Case studies can refer to complete back-of-house or front-of-house installations (eg kitchens or serveries) or the contribution of key items of equipment to the success of the specified operator.

##### **• BEST MAINTENANCE CASE STUDY**

Case studies of the named maintenance foodservice facility between October 2008 and September 2009. Case studies can refer to complete back-of-house or front-of-house installations (eg kitchens or serveries) or key items of equipment.

**CLOSING DATE FOR ENTRIES: 30 OCTOBER 2009**



# Entry & Case Study Form

## EQUIPMENT/SUPPLIES ENTRY

Award category \_\_\_\_\_

Make of equipment \_\_\_\_\_

Model name/number \_\_\_\_\_

Function of equipment \_\_\_\_\_

Date of national launch \_\_\_\_\_

Entry is submitted by or on behalf of (manufacturer's name)  
\_\_\_\_\_

Name of person to contact for further information  
\_\_\_\_\_

Job title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tel no \_\_\_\_\_

Fax no \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

### PLEASE ENCLOSE 12 COPIES OF THE FOLLOWING WITH YOUR ENTRY

- 500 word description on a separate sheet
- Colour images (hard copy only – no electronic versions)
- Any relevant marketing brochures (hard copy only)

## PAYMENT

- Cheque attached – made payable to Reed Business Information: £150 + VAT = £172.50 per entry
- Invoice – Purchase order number \_\_\_\_\_

## CASE STUDY ENTRY

Please complete one form for each case study you wish to submit, use photocopies of this form if necessary.

There is no limit to the number of entries you may make but please note that entries should relate to work done between October 2008 and September 2009 and should come from companies with a major role in the project described.

Name of your company \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Tel no \_\_\_\_\_

Email \_\_\_\_\_

Name of person to contact for further information  
\_\_\_\_\_

Type of case study  Installation  Maintenance

Site of case study \_\_\_\_\_  
\_\_\_\_\_

Your role – e.g. design, installation equipment supply, architect, shopfitter, servicing contractor, etc \_\_\_\_\_

### PLEASE ENCLOSE 12 COPIES OF THE FOLLOWING WITH YOUR ENTRY

- 500 word case study – information should preferably follow a problem-solution-result or before-and-after format and should quantify cost benefits and include relevant user comments.
- Colour images (hard copy only – no electronic versions)

### PLEASE SEND YOUR ENTRY AND PAYMENT TO:

Lisa Goold, Project Manager, Caterer and Hotelkeeper ESEA 2010,  
Quadrant House, Sutton, Surrey, SM2 5AS  
Tel: 020 8652 3656