



„ T R O P H E L I A G e r m a n y 2 0 1 0 “

(National selection for TROPHELIA Europe 2010)

- Food innovation prize -

Competition Rules

ARTICLE 1 - OBJECT

The **Forschungskreis der Ernährungsindustrie e.V.** (FEI), organizes TROPHELIA Germany, a competition aimed to academia student teams. **The main goal of the competition is the creation and implementation of a highly innovative prototype food product.**

The students can take part in the competition only as a team; a team can be composed of 2-6 student members plus a scientific supervisor.

Each team must present a prototype food product answering to the conditions stated in Article 2.

A team can be composed of students from the same or from different establishments; industrial or commercial support is allowed.

In each case, the organization and the supervision of the team and the contacts with the FEI are under the responsibility of the school or University in which the students of the team are registered.

ARTICLE 2 – CONDITIONS

2.1 The innovative prototype food product – object of the competition – must answer to all the following criteria:

- Must be fit for human consumption, and aimed at the general public;

- Must be an innovative product with ecological benefit;
- Must be able to be launched onto the retail market (regional, national or international) and/or the restaurant/catering sector;
- Must demonstrate one or more ground-breaking aspects compared with food products currently on the market. This originality can derive particularly from: the concept, the technology, the ingredients, the ecological benefit or the packaging;
- Must have distinctive taste qualities, nutritional or other;
- Can be manufactured on a large scale in a production unit based on technical specifications (ingredients, manufacturing process, cost price, product development costs...);
- Must comply with current food regulations (e.g. processing, additives and ingredients, packaging, labeling, advertising, claims, food safety);
- Must have commercial relevance (e.g. marketing plan, packaging, distribution);
- Should demonstrate overall coherence and interdisciplinary in terms of the above-mentioned criteria and teamwork.

2.2 The prototype food product must be presented with an **explanatory technical dossier** with the following information, written in German:

- be limited to 10 pages (A4 format);
- a description of the **innovative features** of the product and the ecological benefit;
- **the organoleptic and nutritional properties** of the product;
- the **technical specifications**: exact name, specific category (for example: soft drinks, snacks, precooked products, etc...), composition, manufacturing processes and procedures, packaging, storage, shelf life, its way of use by the consumer, logistics etc.
- the **commercial approach and marketing plan**.

2.3 The prototype food product with its packaging must be realized by the participating teams. The **tasting** of the prototype food product that will take place during the **prize-giving**, will represent an essential requisite for its final evaluation.

ARTICLE 3 - PARTICIPATION IN THE COMPETITION

3.1 In order to take part in the competition, the scientific supervisor of each student team has to send in per mail the following documents by the **1st of December 2009** to:

Forschungskreis der Ernährungsindustrie e.V. (FEI)

fei@fei-bonn.de

1. a file to present the team (see **Annex 1**) with all the details of its members: scientific supervisor, coordinator, name, surname, postal address, telephone number, e-mail address (where all information about the participation in the competition can be sent to);
 2. an individual engagement letter signed by each student of the team written in the following terms (see **Annex 2**):
- 3.2 The explanatory technical dossier must be sent by **25th of February 2010**.

Within this date each student team must send, per mail, to:

Forschungskreis der Ernährungsindustrie e.V. (FEI)
fei@fei-bonn.de

the following documents:

- the explanatory technical dossier as stated in Article 2.2 of the Competition Rules, written in German,
 - a brief description of the prototype food product, written in German (1000 characters maximum).
- 3.3 All the dossiers that will not reach the organization within the date stated in Article 3.1, or that will be considered incomplete or not in compliance with the Competition Rules will not be taken into account by the FEI.
Just in case of exclusion teams will be informed by the 15th of March 2010.
- 3.4 In any case the dossiers will not be given back to the participating teams. The FEI may not claim any right of intellectual or industrial property on the dossiers or on the information therein contained.

ARTICLE 4 - NATIONAL JURY

- 4.1 The FEI will appoint a National Jury, whose members will be chosen for their notoriety, their independence and their competence.
- 4.2 The National Jury will select no more than 6 teams that will participate to the final prize-giving. The National Jury will judge the technical

dossiers and the brief description of the prototype food product submitted.

4.3 The National Jury will be in charge to choose, among the 6 selected dossiers, the best three, and among them the one that most answers to the criteria mentioned above.

4.4 The decisions of the National Jury are confidential and unappealable.

4.5 The decision of the National Jury will be announced to the student teams not later than **31st of March 2010**.

ARTICLE 5 - TASTING OF THE PROTOTYPE FOOD PRODUCT AND PRIZE-GIVING

The TROPHELIA Germany 2010 prize-giving will take place at the FEI-Kooperationsforum on 27th of April 2010 in Bonn.

In this occasion, the participating student teams will have 15 minutes to present the final prototype food product and 15 minutes to organize the tasting of the product and to answer to the National Jury's questions.

Each product of the student teams will be evaluated by the following scheme:

	Weighting
Technical dossier	25 %
Presentation by student team and product tasting	60 %
Innovative character of product & ecological benefit	15 %

Each criterion will be scored out of 5:
excellent (5), good (4), fair (3), weak (2), very weak (1)

Each student team is responsible for providing food products for tasting (for 7 people) and 7 packaging samples.

ARTICLE 6 - DETERMINATION OF THE WINNING TEAM

6.1 The National Jury will judge the technical dossier, the oral presentation, the tasting of the products and the innovation character of the product. Each member of the National Jury will assign a score from 3 to 15 to each prototype food product in competition. The highest score will determine the winner of the TROPHELIA Germany competition.

6.2 If two or more products obtain the same score, the National Jury will open a debate and then will proceed to a second voting.

ARTICLE 7 – PARTICIPATION TO TROPHELIA EUROPE

The winning team of TROPHELIA Germany 2010 engages itself to participate to TROPHELIA Europe 2010, which will be held in Paris on 18th of October 2010 during SIAL Exhibition, following the proper Competition Rules that will be received.

ARTICLE 8 - OTHER CONDITIONS

8.1 The FEI has the right to modify, defer or cancel the competition if necessary.

8.2 The participation in the competition implies automatically the full acceptance, by the students and by the school or University, of the conditions of this regulation.

8.3 Any liabilities towards the FEI concerning any violation of the intellectual property right are excluded.

ANNEX 1: Team members and contact data TROPHELIA Germany

ANNEX 2: Engagement Letter

Name of the team:

Team members and contact information:

Surname	Name	University	Institute / Department	Address	Telephone	E-mail

Team leader:

Scientific supervisor (leader of the institute)/Professional chair:



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Engagement Letter

I, undersigned (name, surname),

- engage myself, not to introduce any reference in the creation and in the presentation of the dossier likely to violate or prejudice the rights of a third party;
- authorize the FEI from now on to publish my name and each picture taken during the prize-giving;
- declare to assign to the school or University I am registered in, the intellectual and industrial ownership of the prototype food product (without any limitation in space, time and applicability);
- declare, in case of winning, to participate to TROPHELIA Europe 2010, which will be held in Paris on 18th of October 2010 during SIAL Exhibition, following the proper Competition Rules that will be received.

Place and date

Signature