

New Zealand Food Awards

2025 TERMS AND CONDITIONS

The New Zealand Food Awards (the Awards) are intended as a celebration of innovation, sustainability and excellence in the New Zealand food and beverage industry. The Awards will be conducted in an impartial manner by judges selected by the New Zealand Food Awards Governance Board.

The following terms and conditions apply to the 2025 New Zealand Food Awards. By submitting an entry or, if applicable, accepting a nomination, you are agreeing to these terms and conditions.

Product Eligibility

Definitions

Product: A food item that is entered into the New Zealand Food Awards.

Variant: A unique version of a Product that exhibits slight differences – e.g. product size or flavour.

Individual: A person or group of people entered into a People Award category.

Product Award Categories: The term refers to categories including Artisan, Beverage, Chilled / Frozen (Coolchain), Health and Wellbeing, Ingredient and Food Service, Technical Innovation, Pantry, Primary Sector and Product Lifetime Achievement.

People Award Categories: The term refers to categories including Emerging Talent Food Science and Technology and Food Technologist / Developer.

New Zealand Food Awards Team: The Massey University Events and Sponsorship Team.

1. Products must be manufactured in New Zealand.
2. Unless agreed otherwise in writing prior to 1 May 2025 by the New Zealand Food Awards Team, Variants cannot have been previously entered into any New Zealand Food Awards competition.
3. Variants must be commercially available in New Zealand (e.g. retail outlet, online, wholesale, export, farmers market, B2B etc., at the time of judging). If there are any doubts, the New Zealand Food Awards Team reserves the right to require evidence and/or refuse entry into the competition.
4. The Product, its packaging and associated advertising (including official website, Facebook, X, TikTok, YouTube, Instagram etc.) must meet the requirements of all relevant New Zealand legislation (including the [Australia New Zealand Food Standards Code](#); [Food Act 2014](#) ; [Wine Act 2003](#); [Animal Products Act 1999](#); [Agricultural Compounds and Veterinary Medicines Act 1997](#) and [Fair Trading Act 1986](#)).
5. All Products entered must be food products, i.e. a product that is used or capable of being used for human consumption (whether raw, prepared or partly prepared) that comply with the composition and labelling requirements under either the Australia New Zealand Food Standards Code or the



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New Zealand Supplemented Food Standard 2016. As such, 'Supplemented Foods' are eligible for entry. 'Dietary supplements' are not eligible for entry.

6. Variants must be new or relatively new to the market with the date of the first unit sale in New Zealand being within the last three years from the date of entry into the competition. This does not apply to Products awarded in the Product Lifetime Achievement Award, which is not open for entry.

Entry

7. Entry forms must be accurate and complete; failure to complete the form correctly may disqualify the entrant.
8. Entry forms and payment must be submitted online between 9:00 AM Thursday 1 May 2025 and 5:00PM Friday 30 May 2025. Early or late entries will not be accepted.
9. All completed entries will become the property of Massey University.
10. You may enter multiple Variants of the same Product; however, each Variant requires a separate entry.
11. Entries will be accepted through the New Zealand Food Award's entry portal accessed via www.foodawards.co.nz

Fee and payment terms

12. You may enter one Variant in up to three Product Award Categories for an entry fee of \$155.00 (plus GST). Submission of the same Variant in any additional Product Award categories will incur a fee of \$55.00 per category (plus GST). This entry fee does not allow the Variant entry into the People Awards categories.
13. You may enter one Individual into the People Award Categories for an entry fee of \$155.00 (plus GST). This entry fee does not allow the individual entry into any Product Award categories.
14. Payment must be made via credit card through the secure online portal at www.foodawards.co.nz – please contact nzfoodawards@massey.ac.nz if there are any issues.
15. If payment is not received by 5.00 PM on Friday 30 May 2025, without any prior communication to the New Zealand Food Awards Team, that entry will not be valid.

Product samples

16. All valid entries into the competition will receive a confirmation email from the New Zealand Food Awards Team with clear instructions on the requirements and process to be followed to have the Variant or Individual judged. Entrants must present the Variant for judging according to the instructions set out in the email, or as agreed in writing with the New Zealand Food Awards Team, otherwise the entry may be removed from the competition.
17. It is the responsibility of the entrants to ensure the prompt delivery of all Variants for judging and to ensure the integrity of the Variants.
18. Variants must not be submitted for judging until entrant information, including labelling instructions, has been received by email.
19. Massey University will not accept responsibility for Variants which are not delivered correctly.
20. Variants received after stated timeframes may not be judged – see refund clause 46.
21. Finalists and winners may be asked to provide further samples for use in publicity purposes.

Category Rules

22. In case of a dispute, the Head Judge will have the final decision on which category a Variant falls under. The New Zealand Food Awards Team will seek to communicate with entrants and resolve uncertainty prior to deferring to the Head Judge.
23. Specific category criteria will be published on the New Zealand Food Awards website.

Selection of Finalists and Category Winners

24. The Judges will select the group of potential finalists, for each of the ten categories determined, from the entrants and nominees by 11.59 PM Friday 27 June 2025 (the Selected Finalists).
25. All of the Selected Finalists will undergo a regulatory compliance check by a labelling consultant and the Ministry for Primary Industries (MPI). The New Zealand Food Awards Team reserves the right to remove a finalist from the list of Selected Finalists at their sole discretion if the finalist does not meet the requirements of New Zealand legislation or MPI's requirements for any reason. All Selected Finalists must comply with:
 - a) Current council or MPI registration of the business(es) responsible for either producing or making the product (Refer to [MPI's public register](#) to find the registration number),
 - b) acceptable recent verification history,
 - c) no current/on-going food safety and suitability non-compliance issues,
 - d) meeting the relevant labelling and health claims requirements (please refer to the requirements for [Labelling, PEAL, Health, nutrition content claims](#) for more information),
 - e) animal welfare (if relevant).
26. Out of the Selected Finalists who have been approved by MPI, the Judges will appoint one winner for each of the ten categories.
27. Out of the Appointed Winners of Product Award categories, the Judges will appoint one supreme winner (the Supreme Winner).
28. The decision of the Judges in relation to the Selected Finalists, Appointed Winners, and the Supreme Winner will be final and no correspondence will be entered into.
29. Massey University and the New Zealand Food Award's Partner network may use the information of the Selected Finalists, Appointed Winners, and Supreme Winner for advertising, promotional and marketing purposes.

Use of New Zealand Food Awards Quality Mark

30. The New Zealand Food Awards Quality Mark is available only to Selected Finalists and Appointed Winners and will be provided in digital format by the New Zealand Food Awards Team.
31. The New Zealand Food Awards team will make printed Quality Mark stickers available to Selected Finalists and Appointed Winners. Purchase of these will be at the expense of the Selected Finalists and Appointed Winners (not the New Zealand Food Awards).
32. Selected Finalists and Appointed Winners agree to adhere to the Quality Mark terms and conditions of use which will be provided with the quality mark.

Refunds



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33. Entry fees are non-refundable however if entrants feel the need to discuss with one of the New Zealand Food Awards Team regarding this, please email nzfoodawards@massey.ac.nz
34. If entrants are disqualified from the competition, the New Zealand Food Awards Team may hold their fee until the following year upon written appeal to nzfoodawards@massey.ac.nz while the entrant has time to amend issues that may have caused disqualification. This is at the discretion of the New Zealand Food Awards Team and will be determined on a case-by-case basis.

Changes to the Terms and Awards Process

35. You acknowledge that circumstances may arise that necessitate changes to either or both of the Terms and Conditions and the New Zealand Foods Awards process.
36. Massey University reserves the right to amend these Terms and Conditions and the processes relating to the New Zealand Food Awards, including a postponement or cancellation of the awards, as Massey University considers reasonable (including the health or safety of any person or as a result of government orders or directions), without notice to you although Massey University will make all reasonable efforts to notify any such changes via its website and email communications.

General

37. Judges reserve the right to purchase additional supplies of a Variant if they believe the Variant supplied is not representative of the Variant sold to the New Zealand market.
38. The decision of judges in relation to any aspect of the competition is final and no correspondence will be entered into.
39. Massey University and all New Zealand Food Awards sponsors may use the Product and/or Variant information supplied by you for advertising, promotional and marketing purposes.
40. In entering this competition entrants confirm there is no actual or perceived conflict of interest relating to the entry. If an actual or perceived conflict of interest exists, entrants must disclose it to the New Zealand Food Awards Team.
41. By entering this competition, you agree that if you are a Selected Finalist or Appointed Winner, you consent that your name, likeness, image or video can be used by Massey University and/or the New Zealand Food Awards Team for publicity or marketing purposes.
42. Massey University will collect, store, use and disclose the information entrants, nominators and nominees provide for the purpose of administering this competition in accordance with the provisions of these terms and conditions, the Privacy Act 2020, the Public Records Act 2005 and other laws and regulations.
43. Further information on how Massey University processes personal information, including details of how entrants, voters, nominators or nominees can request access to, or correction of, their personal information is contained in the Massey University Privacy Statement (<https://www.massey.ac.nz/massey/privacy.cfm>) or by contacting privacy.officer@massey.ac.nz.