

2020 ALASKA SYMPHONY OF SEAFOOD CALL FOR PRODUCTS! *Entries due October 15, 2019*

WWW.AFDF.ORG/SYMPHONY-OF-SEAFOOD



2019 Grand Prize Winner
PROTEIN NOODLES
BY TRIDENT SEAFOODS





Inspiring better use of Alaska's natural seafood resource

Dear Seafood Representative,

If your company currently has a product in the market made from Alaska seafood, your innovative product is requested for a command performance in the 27th annual Alaska Symphony of Seafood!

Since 1994, the Alaska Fisheries Development Foundation has conducted the Alaska Symphony of Seafood celebrating creative products made from Alaska seafood. The purpose of the event is to encourage and promote the development of value-added products made from fisheries resources taken from the pristine waters of Alaska. Again, this year we have the categories Beyond the Plate and Beyond the Egg. These categories broadly include any products made with byproducts or roe products. Any questions about qualifications of products should be directed to Val Motley.

The 27th annual Alaska Symphony of Seafood begins with the private judging of qualified entries in Seattle on Wednesday, November 20, 2019. All products will be prepared and displayed by professional culinary staff. A first, second, and third place winner will be selected from each of the following categories: **Retail, Foodservice, Beyond the Plate and Beyond the Egg**. Following the judging, an Open House will be held for all entrants, seafood industry invitees, sponsors, the press and the judges. The next event will be an awards ceremony in Juneau in February 24, 2020, allowing the display and sampling of products by the Alaska Legislature and other special guests. Again this year, the winners in each category will also be entered into the Seafood Expo North America's competition for new products, called the Seafood Excellence Award.

In order to participate in the Alaska Symphony of Seafood, your product must be **market ready—in commercial production** by the date of the event. First place winners from each category are sent to Seafood Expo North America in Boston in March, 2020. Additionally, if your product wins in any category, including People's Choice or the Grand Prize, you will be able to market your product as an Alaska Symphony of Seafood winner, helping to distinguish it from others as a high quality product. After the contest is over, we will also send you the judges' scores and comments about your product. This kind of feedback is invaluable to any new product development effort.

The Alaska Symphony of Seafood enjoys excellent coverage by national and international seafood trade publications. For anyone interested in Alaska seafood, the renowned Alaska Symphony of Seafood is a great way to learn about the extraordinary efforts the industry has made to develop value-added products, to reduce fish waste, and to increase the value of Alaska's seafood.

From start to finish, the Alaska Symphony of Seafood offers a means to publicize new products, promote a healthy food, and help expand the worldwide markets for products made from Alaska seafood. We look forward to having your products participate in this exciting event!

Sincerely,

Julie Decker

Executive Director, Alaska Fisheries Development Foundation



2020 Alaska Symphony of Seafood

BENEFITS & MISSION

Purpose of the Symphony of Seafood

The Alaska Symphony of Seafood was created to encourage the development of value-added products made from Alaska seafood. Its three goals are:

- To promote innovative product development for Alaska seafood;
- To publicize new products, ideas, and opportunities in the area of product development and market expansion for Alaska seafood;
- To encourage participation and sponsorship by a wide variety of companies and organizations that are working to build the future of the seafood industry.

Why Enter?

First place winners from each product category will receive free booth space at the Seafood Expo North America in Boston in March, 2020. Airfare for one company representative to attend the show will be provided by Alaska Air Cargo. All first place products will be photographed by a professional photographer, featured on the Symphony website, and made available for marketing and sales efforts. Winners will also have the use of a winner's sticker that can be featured on the winning product's packaging and used for other marketing efforts. The media opportunities associated with the Alaska Symphony of Seafood are endless. Many articles and editorials will be written featuring the event and its winners. It is a great promotional boost for any new product!

The Symphony events in Seattle and Juneau are also great networking opportunities. Even entrants who did not win any of the prizes felt that the competition was useful for them: "We got exactly what we wanted from the event—contacts for production partners. Overall, a very positive experience," said David Chessik of Ed's Kasilof Seafoods with Baltica Fish Broth.



"I encourage all companies that are using Alaska seafood to develop a product and compete. It keeps all of us striving to be better and promote Alaska seafood as the world's best on the world stage!"

— Keith Singleton from Alaskan Leader
2018 Grand Prize and Retail 1st Place for
Alaskan Cod with Lemon Herb Butter

2020 Alaska Symphony of Seafood

RULES & GUIDELINES

Who can participate in the Alaska Symphony of Seafood contest?

Any company, domestic or foreign, that is commercially producing value-added products and by-products made from Alaska seafood. Products must have been produced within the last two years, be market ready, and fit into one of the four contest categories listed below. A product that has been submitted to the Alaska Symphony of Seafood in the last two years may re-enter as long as the product did not take first, second, third place, the grand prize, or the people's choice award.

Product Categories

Your product must fit into one of the following four contest categories:

- Retail
- Foodservice
- Beyond the Plate
- Beyond the Egg

Choose the category that best fits your product. Products qualified for the Beyond the Plate category must be manufactured from seafood waste, or be byproducts of the primary processing. Beyond the Egg is for products made from roe or uni. Rather than have a separate category, smoked products will now qualify under either the Retail or Foodservice categories. If your product is marketed as both a retail and a foodservice item, indicate this information on the entry form, but enter the product in only one category. Your company may enter more than one product in any category. Each product must be entered separately with its own entry form and entry fee.

How to enter

1. Make sure your product qualifies.
2. Select the appropriate product category.
3. Fill out the entry form completely. Submit one entry form per product entered.
4. Include a \$150, non-refundable entry fee for each product submitted.
5. Follow the contest entry checklist provided. Any incomplete entries will be disqualified.

6. Send photos (digital or hard copies) of your product and any handouts or spec sheets you have available with your application. **The completed form and entry fee is due by 5PM on Tuesday, October 15, 2019.** Sorry, late entries will not be accepted.

About the entry form

Please provide clear and precise information about your product for all questions on the application. The details will be used to determine the eligibility of your product. Please also provide as much information as possible for the judging criteria. We ask for serving suggestions that will represent your product in an advantageous way, e.g. "slightly grill with olive oil and basil," "serve hot on a bed of lettuce," or "thaw and serve with drawn butter." No complex recipes, please! The purpose is to present your product, not a meal.

What's next?

Your company will be notified by Monday, October 28, 2019 if your product qualifies for participation in the Symphony. If your product qualifies, you will need to arrange for shipment of enough product to serve 300 sample size portions at the event venue in Seattle, and 400 samples at the Awards Ceremony in Juneau. A sample size is approximately 2 ounces or larger, at the discretion of the manufacturer. If you are entering a non-edible product, you will need to arrange for shipment of at least 20 product samples. Product will be used for the official judging and for the public tasting at the Open Houses.

Eligible applicants must provide a representative sample of the product's packaging that will be displayed and judged, along with the product. You are also welcome to send copies of company brochures, product specification sheets or other relevant handouts for display during the events.

We reserve the right to limit the number of products.

About the contest judging

Each product entered in the Alaska Symphony of Seafood contest will be evaluated individually by a panel of expert judges during a private judging session on Wednesday, November 20, 2019. Each product will be prepared and displayed by professional staff. Each product will be judged on criteria such as its packaging/presentation; overall eating experience that includes aroma, flavor and texture; perceived value for its niche in the market; and its potential for commercial success. Products will be judged with respect to the market category in which it is entered. Results will be tabulated and held in confidence by a third party for announcement at the Awards Ceremony in Juneau. First, second, and third place winners will be selected from each contest category. The product receiving the highest overall score will be awarded the 2020 Grand Prize, and at each event, attendees taste, evaluate and vote for the "People's Choice" award.

About the Awards Ceremony

On Monday, February 24, 2020, the Symphony of Seafood will open their doors to a very special Awards Ceremony in Juneau, Alaska. All contest entrants, seafood industry invitees, sponsors, the press and the interested public will join the festivities to taste and evaluate each contest entry and vote for the coveted "People's Choice" award. This event culminates with the announcements of the winners of the Alaska Symphony of Seafood. All entrants are encouraged to attend. This event presents an opportunity to talk with judges, media and potential buyers, and to get additional feedback from the people tasting your new product.

Acceptance of the rules

By entering the Alaska Symphony of Seafood, each contestant agrees to the rules, accepts the limitations of a dynamic competitive environment, and waives all claims against the Alaska Symphony of Seafood, its organizers, judges or sponsors, for the outcome of the contest. All judges' decisions are final. The Alaska Symphony of Seafood is not liable for any inconvenience, expense, or damages associated with participation in this contest.

Complaints

Complaints about the contest or its outcome should be submitted to the Alaska Symphony of Seafood organizer, the Alaska Fisheries Development Foundation (AFDF). If such communication is unsatisfactory, further complaints may be made to the Board of Directors of the Alaska Fisheries Development Foundation, P.O. Box 2223, Wrangell, Alaska 99929-2223. AFDF is a non-profit group, representing harvesters, processors and others interested in the Alaska seafood industry.

IMPORTANT DATES

Tuesday, October 15, 2019

Contest entry deadline

Monday, October 28, 2019

Contest entrants notified

Friday, November 15, 2019

Product due - Seattle

Wednesday, November 20, 2019

Private Judging & Open House - Seattle

Wednesday, February 19, 2020

Product due - Juneau

Monday, February 24, 2020

Awards Ceremony & Open House - Juneau

2020 Alaska Symphony of Seafood

ENTRY FORM

Fill out one Entry Form per product

Please answer all questions to the best of your knowledge. Judging criteria is based on information provided by entrants from this questionnaire. Any information you choose to leave out may negatively affect the final score of your product. Information will be confidential to other entrants. By entering this contest you guarantee that your product uses Alaska seafood.

Product name: _____

Company name: _____

Address: _____

Phone: _____ **Fax:** _____ **E-mail:** _____

Contact name: _____ **Title:** _____

Product's market category (select only one):

- Foodservice Retail Beyond the Plate Beyond the Egg

Product ingredients: _____

Nutritional information: _____

Product description and use (please be clear, concise, and complete): _____

What is innovative or cutting edge about this product? _____

Preparation and serving suggestion: _____

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Describe any requirement for storage and handling of the shipped product: _____

How long has your product been commercially manufactured? _____

In what other varieties or flavors is this product available? Be specific: _____

List methods of distribution (where or how can your product be purchased? / region or regions): _____

What is your product's annual sales volume? _____

Product pricing (If actual price is not known, please estimate.)

Serving / unit size: _____

Serving / unit price: _____

Use the **CONTEST ENTRY CHECKLIST** to make sure your entry is complete.

Entry deadline: **October 15, 2019**

Return entries to: FPN Events
6523 California Ave., SW #314
Seattle, WA 98136
valmotley@fpnevents.com

Include \$150.00 per entry. Make check payable to Alaska Fisheries Development Foundation (AFDF)

2020 Alaska Symphony of Seafood CHECKLIST

Please make sure your contest submission is complete, and that it arrives in time. Late submissions will be disqualified.

TO ENTER:

- _____ Fill out the Official Contest Entry Form completely.
- _____ Are your preparation instructions clear and complete?
- _____ Does your product information sheet tell everything you want the judges to know about your product? This is your chance to make sure they fully understand your product.
- _____ Attach \$150 entry fee (non-refundable) for each product entered.
Checks made out to: Alaska Fisheries Development Foundation (AFDF).
- _____ This year we do not require a representative sample of your product shipped to us with the application, but please do send photos of your product, any product brochures, spec sheets, company brochure, or other literature that would provide more information about your product.
- _____ **We must receive your entry by 5:00 PM on Tuesday, October 15, 2019.**
- _____ Mail to: FPN Events
6523 California Ave., SW#314
Seattle, WA 98136
Or email to: valmotley@fpnevents.com

FOR THE CONTEST:

- _____ We must receive the 300 sample-sized portions of your product by 3:00 PM on Friday, November 15, 2019 for the Seattle event.
- _____ We must receive the 400 sample-sized portions of your product in Wednesday, February 19, 2020 for the Juneau event.
- _____ Include the product's commercial packaging.
- _____ Send along any brochures, handouts, product spec sheets that you would like distributed at the Alaska Symphony of Seafood events.
- _____ Please plan to attend the Alaska Symphony of Seafood in Seattle & Juneau.

See you at the Symphony!