



TASTE Awards 2016

Categories and Criteria

Join us as we recognize the best of the best of the Hawaii Food Manufacturers Association members at the **TASTE Awards 2016**. The goals of the awards are to recognize achievement and professionalism across the State of Hawai'i within our industry.

Why should you nominate a fellow company or self-nominate your company?

- Receive State-wide recognition and be acknowledged at a prestigious awards ceremony;
- Tell us your success story of how your company qualifies for a specific award;
- Winners can use the TASTE Awards logo after the event to promote their success, impress customers, and generate positive exposure;
- Acknowledge your team for their hard work and dedication; and
- Gain new business contacts and invaluable networking opportunities.

AWARD CATEGORIES AND QUALIFICATIONS

1. **Governor's Lifetime Achievement Award** – HFMA's most prestigious award given to a company, organization, or individual that has:

- an established history of distinguished service
- made a lasting contribution to the food manufacturing industry in Hawai'i
- exhibited leadership and provided inspiration to others in the industry

2. **Manufacturer of the Year - Large company** (50 or more employees)

Awarded to a company that:

- displayed innovation and growth in the past year through increased hiring, sales growth, or investment into the food manufacturing industry in Hawai'i
- strives to manufacture and distribute products that represent the spirit of Hawai'i

3. **Manufacturer of the Year - Small company** (49 or less employees)

Awarded to a company that:

- displayed innovation and growth in the past year through increased hiring, sales growth, or investment into the food manufacturing industry in Hawai'i
- strives to manufacture and distribute products that represent the spirit of Hawai'i



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4. **Start-up Manufacturer of the Year** – Awarded to new companies established not more than 5 years ago that:
 - display the best of a start-up food manufacturer established from 2010-2015
 - create new products or processes not seen in the industry
5. **Product of the Year** – Awarded to companies that manufacture a product or product line that:
 - demonstrate innovation in concept, product development, design, production, packaging, use of packaging and/or reduction in packaging
 - display significant growth based on sales, sustainability and/or public awareness
6. **Advocate of the Year** – Recognizes a company, organization or an individual that:
 - works to bring awareness to the food manufacturing industry
 - works to increase public awareness of food manufacturing and Hawai'i food products
 - non-HFMA companies are eligible for this award
7. **Supplier of the Year** – Recognizes companies that:
 - strive to support industry growth through products and/or services
 - provides the food manufacturing industry with needed supplies, printing, packaging, ingredients, materials, etc.
8. **Community Service Award** – Given to an HFMA member or associate member that is committed to Hawaii and its people that:
 - strives to improve the local community through projects, services, etc.
 - encourage active employee involvement in community service
9. **Innovative Marketing Award** – Given to companies that exhibit exceptional marketing programs that:
 - include social media, print, TV, radio, etc., to promote Hawai'i manufactured products
 - promote innovation and awareness of Made in Hawai'i products
 - non-HFMA companies are eligible for this award
10. **Hawaiian Agriculture Award** – Given to a company that is committed to the Hawai'i agriculture community and:
 - exemplifies the use of Hawaiian grown agricultural products
 - supports the local farming community



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AWARDS CRITERIA AND PROCESS

1. The TASTE Awards, presented by HFMA, is open to HFMA members in good standing that have been enrolled as an HFMA member as of December 31, 2015.
2. Nominations are accepted for non-HFMA member companies in the following categories: Innovative Marketing Award and Advocate of the Year.
3. A company may be nominated and or awarded for multiple award categories in a single year.
4. A company is eligible to be nominated in a previously awarded category every three (3) years.
5. Nominations not meeting the minimum qualification and criteria may be rejected.
6. HFMA will not be responsible for any lost, late or mislaid entry and any entry which is damaged, defaced, illegible or incomplete, at the sole discretion of the nomination committee.
7. All Nominees will be notified by email or written notice and will have the ability to decline nomination. If no response is received, it will be assumed that the Nomination is accepted and will be moved onto the finalist selection process.
8. There will be a maximum of five finalists for each award from which a winner will be selected. All finalists will be selected in March 2016 by an independent nomination committee.
9. The finalists will be announced in March 2016 via email or written notice.
10. Ballots will be sent to all members and must be received by HFMA by April 15, 2016. All HFMA members will receive one (1) vote in each category per company. Winners will be determined by most votes received from HFMA member voting. Any ties will be decided by the HFMA Advisory Council.
11. Finalists are encouraged to attend the TASTE Awards on May 21, 2016 at the Hilton Waikiki Beach Hotel. Announcement of the winners and the awards will be presented at this event.
12. Winners may be required to take part in some post-event publicity and consent to their name, photographs, and editorial being used for such purposes.
13. All Nominees, Finalists and Winners consent to release and hold harmless any written, photographic or media-related publication to HFMA and/or its media partners either through radio, TV, website, print, etc.
14. Winners or Nominees may publicize that they are a category winner or nominee in the "TASTE Awards 2016" provided that the category is specified. Each winner will be sent a specific winner's logo for this purpose.
15. If the criteria for a category are not met by any nominee, the category will not be awarded.
16. Nominations must be received no later than **February 26, 2016.**
17. Email nomination forms to hfma@foodsofhawaii.com