



**THE award for**

**outstanding performance**

**Call for competition entries**  
**21 – 24 September 2019**  
**Messe Stuttgart**

[www.suedback.de/trendaward](http://www.suedback.de/trendaward)

# The südback Trend Award 2019

The industry trendsetter



Step into the limelight. Set the trend in your industry and submit your future-oriented idea or sophisticated technology for the twelfth Trend Award. As an award winner, you will gain a host of competitive advantages and enjoy greater industry and public recognition.

The südback Trend Award will give you the incentive and impetus to actively shape the future. It continues to demonstrate the very best and latest innovations the baking industry has to offer. The prestigious award showcases innovations that are aligned to the values and quality standards of the market. The award will be presented as part of the trade fair opening in front of a large audience. The award-winning products will also be advertised before and during südback 2019, and published in the media. The südback Trend Award signet provides a clear competitive advantage and can be used in your advertising.

## Take part!

Submit your product in one of the three categories online at [www.suedback.de/trendaward](http://www.suedback.de/trendaward). At the site, you will also find other important information as well as terms and conditions.

### Benefits for winners:

- Exclusive competitive advantage
- Seal of quality
- Media exposure
- Signets for your marketing activities
- It will facilitate the market launch of your product



# Terms and conditions

## Three categories

- **Marketing, sales and organisation**  
(Store layout & fitting, packaging, merchandise, IT and POS systems etc.)
- **Raw ingredients & convenience** (flours, flavourings, oils & fats, fillings, frozen products, coffee etc.)
- **Technology** (working and operating systems)

## Evaluation criteria

The innovative products and services will be evaluated on the basis of the following criteria:

- Innovativeness
- Benefit for the user & usability
- Economically justified use and, if applicable, implementation
- Functionality & operational safety
- Environmental friendliness & recycling & hygiene

## Organiser

The **südback Trend Award** is organised by Messe Stuttgart with support from its partners Allgemeine Bäcker-Zeitung (ABZ) and BÄKO magazine. The co-organisers are the BÄKO-ZENTRALE eG as well as the Württembergische Bäckerhandwerk e.V. guild.

## Terms and conditions

Entries for the **südback Trend Award 2019** will only be accepted for innovations (products, concepts, strategies) that have been on the market for less than one year or have reached market maturity and are about to be launched on the market. All products presented at the südback 2019 must be in series production. Prototypes will not be accepted. Entries will be accepted from any domestic or foreign companies within the industry. Functional systems, complete units, individual parts (accessories) and concepts can be registered and submitted for the competition. Participation in this competition is free.

**Deadline for entries 31.05.2019**



Register online at  
[www.suedback.de/trendaward](http://www.suedback.de/trendaward)

The judging panel reserves the right to change the categories in consultation with the company. The panel will evaluate both the **written** and **visualised** entries.

## Copyright / use of the publication

The entrants shall retain all copyrights. The entrant grants Messe Stuttgart the right to report on entries during its PR work for the **südback Trend Award 2019** and südback 2019 respectively. This also extends to the competition results.

## Submission of products

The submitted products must be adequately insured by the participant, in particular against fire, theft, breakage and damage. The organiser is not liable for any damage or loss of submitted entries and documents.

## Labelling and author's declaration

Any products submitted with copyright that is not exclusive to the entrant require written consent from the copyright holder to be enclosed. This approval must also be provided for the press releases of this competition and the results.

## Composition of the judging panel

The decision of the judging panel, made up of representatives from südback partners, trade media, science and the bakery and confectionery industry, will be based on a simple majority. The judges' decision is final and not subject to appeal.

## Prizes and award ceremony

The winners/award-winning products will receive a trophy and a certificate. The award ceremony will take place during südback 2019 as part of the official opening of the trade fair.

## Commercial use

Only the award-winning products may reference the **südback Trend Award 2019** in their publicity. All award-winning products may use the new title as a signet. Messe Stuttgart will provide free advertising material for this purpose.



# AT YOUR SERVICE

## Our contact details

### Organiser

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