

SEOUL FOOD AWARDS

The Seoul Food Awards celebrate and recognize innovation and advancements in the F&B industry. These awards aim to honor companies that are breaking new ground in the F&B sector and showcase the best-in-class products across four award categories.

To discover excellent products across different categories, we will meticulously examine and select products that qualify to be awarded 'The Best Product of Seoul Food Awards.' Awarded products receive various benefits aimed at supporting their growth.

Nominate your product now and seize the opportunity to be highlighted at Seoul Food Awards.



■ Categories of Awards

* Can apply only one category per product



Healing

Well-being food,
Health related food,
Traditional food,
Organic food



Innovation

Innovative manufacturing
process, Intake method
and Food functions



Fancy Foods

Dessert,
Fancy foods



Food Tech

Food related machinery &
equipment,
Food packaging method &
quality

■ Benefits for the Awarded Products



- The exhibitor will be **presented at the Award Ceremony**, and the **awarded product will be prominently displayed at the 'SEOUL FOOD Awards' stand** during the show days.



- The awarded exhibitor will receive **an official certificate and verified marks from KOTRA** (Investment Promotion Agency), which can be utilized for a duration of 3 years.
- Promotional tools, including plaques and sizable panels, will be provided to the awarded exhibitor for use during the exhibition.



- **Additional promotion** of the awarded products and company will be **conducted through local mass media channels.**



- Additional promotion of the awarded product and company will be specified and **highlighted through the show guidebook, official event website and various social media platforms.**

[illegible]

The benefits listed are subject to slight changes due to unexpected circumstances related to the program.

■ Important Note

Eligibility

- **Must be an exhibitor at Seoul Food & Hotel 2025**
- Product samples should be delivered **in a condition suitable for cooking and consumption for the evaluation.**
- Companies eligible to receive awards must exhibit their award-winning product at “Seoul Food Award” stand before the award ceremony (the location will be announced later).
- During the ceremony, at least one representative from each company must be present at the site.

Important!

- **Product evaluation will only commence upon receipt of the complete application form, product information, required documents, and sample products**
- Inaccurate or incomplete documents may lead to the cancellation of the application.
- Please mark the box on the package if your products require a specific storage method (e.g., Frozen, Cool, etc.).
- Sample products will be used solely for assessment purposes and will not be returned.
- There may be a request for documents to verify the company's production line at a later stage.

■ How to Apply

1. Submit the application form

- **Submit the application form** (<https://moaform.com/q/xpPDLj>)
 - Each exhibitor can register maximum 3 products
 - Select the category that correlates with the product your company wish to register to the award

2. Send product description

Send product description, brochure and supporting documents to seoulfoodawards@famnet.co.kr

- Ensure that the product information is provided **based on the judging criteria in a free format (please refer to page 6-7)**
- Supporting documents should be provided to prove the product information **(please refer to page 8)**

4. Send Product Samples

- **Send 3 samples per product to the Awards secretariat by 9 May, 6pm.**
 - Address for sending
: 8th Floor(#812), Gasan Ask Tower, 37, Digital-ro 10-gil, Geumcheon-gu, Seoul, Republic of Korea
(Post code: 08514)
 - Contact Information: +82 70-5147-1148 (Mr. Jeon)

The application will be confirmed once the **'AWARDS' application form, product information, required documents, and sample products are all submitted and delivered by the deadline (9 May, 6pm)**

■ Judging Criteria

Zone	Category	Main factors of evaluation
Food Domestic/ International	Healing / Innovation / Fine Food	<ul style="list-style-type: none">▪ Purchase decision factors<ul style="list-style-type: none">- Quality of nutrition facts labels, Final Packaging Form and Design▪ Consumption Quality<ul style="list-style-type: none">- Appearance, Texture, Taste, Scent, and Ease of heating or cooking▪ Distribution Quality<ul style="list-style-type: none">- Uniqueness compared to existing products- Competitiveness in distribution and exporting (Storage period, Distribution form, Price, etc.)▪ Sustainability<ul style="list-style-type: none">- Products pursuing Zero-Waste (Minimizing leftovers, Recyclability, and Eco-Friendly practices)▪ Standards for each category<ul style="list-style-type: none">- Healing: Physically, mentally and environmentally healthy foods- Innovation: Excellence in R&D, distinctive Technology- Fine Food: Final output and high-quality sensorial experience

■ Judging Criteria

Zone	Category	Main factors of evaluation
Equipment / Packages	Food Tech	<ul style="list-style-type: none">▪ Innovative/Creativity/Technology Excellence<ul style="list-style-type: none">- Application of futuristic and progressive technology compared to the existing one▪ Quality/Market awareness<ul style="list-style-type: none">- Product completeness, Efficiency in quantity, Applicability in related industries- Packaging to prevent food deformation during distribution▪ Efficiency<ul style="list-style-type: none">- Increase productivity, lessen the costs, level of convenience in operating the equipment▪ Sustainability<ul style="list-style-type: none">- Use Eco-friendly materials or energy in operation, Energy usage reduction- Minimization of leftovers and pollution, Consideration of recyclability▪ Safety<ul style="list-style-type: none">- The level of hazard during equipment operation

■ Supporting Documents

Zone	Category	Supporting Documents
Food Domestic/ International	Healing / Innovation / Fine Food	<ul style="list-style-type: none">▪ Copy of Business Registration Certificate▪ Copy of Business License (Food Service Permit)▪ Copy of Product Manufacturing Report▪ Test Report or In-House Quality Inspection Report▪ Product Description (using the provided form)▪ Supporting documents related to the contents of the Product Description (if available)▪ (For imported products only) Copy of Import Declaration Certificate or Import Confirmation Certificate
Equipment / Packages	Food Tech	<ul style="list-style-type: none">▪ Copy of Business Registration Certificate▪ Copy of Business License (Food Service Permit)▪ Product Description (free format)▪ Supporting documents related to the contents of the Product Description (if available)