



AFRICA FOOD INDUSTRY EXCELLENCE AWARDS  
ACHIEVE • CELEBRATE • INSPIRE GENERATION NEXT

# ENTRIES SUBMISSION BROCHURE INFO PACK GALA DINNER

NOVEMBER 29, 2019 • NAIROBI, KENYA



## AFRICA FOODDEX AWARDS

[www.awards.foodbusinessafrica.com](http://www.awards.foodbusinessafrica.com)

CELEBRATING THE VERY BEST INNOVATIONS, PEOPLE &  
PROJECTS IN AFRICA'S FOOD, BEVERAGE & MILLING INDUSTRY,  
MANUFACTURING, RETAIL & FOOD-SERVICE SECTORS

**ORGANISED BY:**

**FoodWorld Media Ltd.**

P.O. Box 1874-00621, Village Market, Nairobi, Kenya

Tel: +254 20 8155 022; Cell: +254 725 343 932:

Email: [info@foodworldmedia.net](mailto:info@foodworldmedia.net)

**POWERED BY:**

**FOOD BUSINESS**

[www.foodbusinessafrica.com](http://www.foodbusinessafrica.com)

## ABOUT THE AFRICA FOOD EX AWARDS

The Africa Food Ex Awards is an annual awards program that celebrates organisations and individuals who have through their actions demonstrated exemplary performance, leadership and innovation in the region's food, beverage, and milling industry.

The Awards provide a good opportunity for individuals, teams and companies to shine in front of the very best in the sector and the entire industry at large – while showcasing their unique achievements.

The Awards Ceremony is scheduled November 29, 2019 from 14.00 hours in Nairobi, Kenya.

## WHY ENTER YOUR COMPANY FOR THE AWARDS?

The Africa Food Ex Awards ceremony is a glitzy affair, where the industry gets the opportunity to reflect on its achievements, opportunities and challenges.

Enter your latest projects, products, company initiatives and outstanding people for the most prestigious food industry awards and stand a chance to celebrate with the rest of the industry at an evening to remember!!

Winners of the various categories get to shine in front of the very best in the entire food, beverage and milling industry in Africa at large – and a stepping stone to the obvious bragging rights, plus:

- Winners gain positive publicity for themselves and their brands in the industry and media, including mainstream media;
- Winners gain valuable recognition from industry peers and other stakeholders, while enhancing the winning company's and individuals' profile with industry suppliers, Government agencies, retailers and the general public in the region;
- Winning companies give a boost to their employees and management morale, as the awards reward hard work from the entire team;
- Winners get editorial exposure in our print and digital magazines (Food Business Africa and Africa Inc. magazines) and online resources after the event; gaining further boost for their company and its products and services.

## PAST WINNERS - 2018 EDITION

### AFRICAN FOOD INDUSTRY CHAMPIONS 2018

**Kevin Ashley** - Founder, Java Restaurants

**Said Salim Bakhresa** - Founder & Chairman, Bakhresa Group

**Khalid Mohammed** - Founder & Group Chairman, Trade Kings Group

**Dr. Carl Irwin** - Former CEO, Zambeef Products PLC

**Mustafa Awel** - Managing Director, Mullege PLC, Ethiopia

**Andrew Rugasira** - Founder, Good African Coffee, Uganda

**Jane Karuku** - Managing Director, Kenya Breweries Ltd

**Lucy Karuga** - Founder, Eldoville Dairy

**Dipam Shah** - Managing Director, Glacier Products

**Dr. Mohammed El Sahili** - CEO, Fairy Bottling, Zambia

**OP Narang** - Former Resident Director, Agrochemical & Food Company

**Gavin Bell** - Founder, Kengeles Restaurants

### FOOD INDUSTRY WINNERS & FINALISTS 2018

Sameer Agriculture & Livestock Ltd  
New KCC Ltd

Coca-Cola Beverages Africa  
Fairy Bottling, Zambia  
Kenchic Ltd

Africa Improved Foods Ltd  
Wrigley's East Africa Ltd

Bio Foods Ltd  
Caliber Foods Ltd  
Glacier Product Ltd

EABL  
Tropical Brands  
Proctor & Allan  
Brookside Dairy

## HOW TO ENTER THE AWARDS

Entries for the Africa Food Industry Excellence Awards ceremony are placed entirely online. Please log onto [www.awards.foodbusinessafrica.com](http://www.awards.foodbusinessafrica.com) website to access the application forms and to find more information.

Entries received will be taken through an independent, rigorous process that will ensure a fair, transparent process that celebrates the very best people, innovations and projects in Africa.

## THE JUDGING PROCESS & PANEL

The Judging Panel is responsible for managing the Awards process, and deciding on the winners of the various categories

The judges for the Awards are individuals with good knowledge of the industry and market trends in the region, in conjunction with the Editors at FoodWorld Media, the organisers of the Awards.

## THE JUDGING PROCESS

On receipt of the online applications, the panel use the set criteria to assign marks to each of the entries. Where applicable, the judges may visit the facility to verify the particulars of the application. The judges may also take face-to-face interviews or other means of communication for this purpose. The top 3 entries for each of the categories will be shortlisted. The shortlisted entries will then go for the final process to decide the winner. The judges decision is final and no correspondence will be entered into with any party after the announcement of the winners.

The winners are announced at the Awards Ceremony Gala Dinner.

## ELIGIBILITY CRITERIA

Food manufacturers, retailers and foodservice operators from sub-Saharan Africa (except South Africa) are eligible for this year's Awards process.

INDIVIDUAL AWARDS CATEGORIES	
CATEGORY	ELIGIBILITY
Food Industry Champion Award	A honorary award to individuals who have over the years impacted the food industry in a major and positive way as an investor or director or senior official in a Government institution or NGO/development organisation. This award is similar to a Lifetime Achievement Award.
Most Influential Industry Leader Award	A honorary award to individuals who have demonstrated exemplary performance and influence as a manager in the food manufacturing, retail and foodservice industry in Africa.
Young Entrepreneur of the Year	A honorary award to young investors below 40 years in the food manufacturing, retail and foodservice industry who have demonstrated exemplary performance and influence.
NEW PRODUCT OF THE YEAR CATEGORIES	
CATEGORY	ELIGIBILITY
The most outstanding new product introduced in the last two years with a focus on packaging, application of ingredients, consumer focus, nutrition and health	
Dairy Product of the Year	Fresh, fermented, long life milk products; ice cream, cheese, creams, butter, ghee, dairy blends and dairy alternatives, liquid baby food.
Milling, Cereals & Pulses Product of the Year	Milled and extruded cereal products; packaged cereals and pulses products; pasta and noodles; dry baby food.
Bakery & Snack Product of the Year	Bread, cakes and other sweet baked goods; snacks and extruded snacks, nuts
Soft Beverage Product of the Year	Water, drinks, juices, cordials and related drinks
Alcoholic Beverage Product of the Year	Beers, Wines, Liqueurs and Spirits
Tea & Coffee (Hot) Beverage Product of the Year	Packaged tea, coffee, chocolate, herbal and alternative plant-based beverages.
Chilled & Fresh Product of the Year	Meat, poultry and fish products; fruits and vegetables; ready meals.

Sugar & Confectionery Product of the Year	Packaged sugar and sweetened products and confectionery products including gums, candies etc
Culinary & Condiments Product of the Year	Seasoning powders, fats and oils, packaged herbs, jams, marmalades, sauces, ketchups, salt, spices etc.
New Product with the Most Innovative Packaging	The new product with the most outstanding package, including the package's sustainability credentials and consumer acceptance. Chosen from the entries from the above categories
New Product with the Most Innovative Use of Ingredients	The product that has utilized an innovative new ingredient in innovative ways that meet important attributes including nutrition, current trends and consumer focus. Chosen from the entries from the above categories
Research & Development (R&D) Team of the Year	The company with the most innovative and breakthrough new product innovations pipeline in the last two years. Chosen from the entries from the above categories
New Product with the Best Application of Nutrition Concepts	The product that has utilized the best innovative nutrition concepts that meet important consumer needs in the region. Chosen from the entries from the above categories

## NEW PLANT OF THE YEAR

Awarded to the most outstanding greenfield or brownfield factory or plant extension that stands out for its application of new technologies, efficiency, sustainability (water, waste, energy) and safety credentials.

### CATEGORIES

Dairy Plant of the Year	Chilled & Fresh Plant of the Year
Milling Plant of the Year	Bakery & Snack Plant of the Year
Soft Beverage Plant of the Year	Sugar & Confectionery Plant of the Year
Culinary & Condiments Plant of the Year	Alcoholic Beverage Plant of the Year
Tea & Coffee (Hot) Beverage Plant of the Year	Best Plant Design of the Year
Food Safety Plant of the Year	

## COMPANY INITIATIVE OF THE YEAR

CATEGORY	ELIGIBILITY
Sustainable Water Initiative of the Year	Awarded to the most outstanding project that has delivered unique benefits on the company's water management
Sustainable Energy Initiative of the Year	Awarded to the most outstanding project that has delivered unique benefits on the company's energy management
Sustainable Waste Initiative of the Year	Awarded to the most outstanding project that has delivered unique benefits on the company's waste management
Sustainable Community Initiative of the Year	Awarded to the most outstanding community/social initiative that has delivered unique benefits on the the community in which the company operates.

## ADVERTISING INITIATIVE OF THE YEAR

Marketing Campaign of the Year	Awarded to the most outstanding regular marketing campaign on TV, radio, billboard or print for a brand by a food company that stands out for its unique style and impact.
Digital/Social Media Marketing Campaign of the Year	Awarded to the most outstanding digital/social media marketing campaign for a brand by a food company that stands out for its unique style and impact.

### ORGANISED BY:



BUSINESS MEDIA FOR AFRICA

### FoodWorld Media Ltd.

P.O. Box 1874-00621, Village Market, Nairobi, Kenya

Tel: +254 20 8155 022; Cell: +254 725 343 932:

Email: [info@foodworldmedia.net](mailto:info@foodworldmedia.net)