

**ENTRY DEADLINE IS April 19, 2021**

## *What Makes a Great Onsite Concept?*

Top-quality food, for one thing. But also creative flair, eye-catching design and presentation, terrific merchandising and great customer service. And let's not forget underlying operational innovation: systems designed to manage food and labor costs, traffic flows, food production and dining logistics.



### ***Food Management's Best***

Concepts competition recognizes and showcases outstanding innovations by our readers in these and other areas. Winners will be selected by an **FM** editorial judging panel and notified in late May.

Perhaps you—or an operator you know—deserve to be recognized for your achievements in developing or executing one of the onsite foodservice community's Best Concepts.

### ***WHO IS ELIGIBLE***

Any self-operated or contract-operated onsite foodservice organization is eligible for an award. **While nominations can be submitted by individuals from the supplier or consulting communities, each nomination must specify an individual onsite foodservice director or manager who has played a lead role in developing or executing the submitted concept for his or her organization. In addition, in the case of contracted operations, an employee of the client institution or company must also be included.**

Only operations managed at noncommercial sites are eligible for the program (examples: school or college foodservice, business & industry dining locations, hospital or extended care foodservice, government or military foodservice, etc. Commercial restaurants are *not* eligible).

### ***AWARD CATEGORIES***

Awards will be given in a variety of categories to be determined by the editorial jury. Some suggested categories are listed below. The editorial jury reserves the right to re-classify an entry's category and to eliminate categories based on the quality or type of entries received.

#### **Suggested categories include:**

1. Best New or Renovated Dining Facility
2. Best Menu
3. Best Customer Service Concept
4. Best Station/Unit Concept
5. Best Special Event or Marketing Promotion
6. Best Wellness Initiative
7. Best Convenience Retailing Concept
8. Best Management Company Program/Concept
9. Best Sustainability Program/Initiative

## HOW TO SUBMIT AN ENTRY

**Step 1.** Each submission should include information as appropriate to explain the concept being entered.

**Don't make the submission excessively long, but answer enough of the following questions in enough detail to give the judges a good sense of what the concept is, why it is successful and the specific results it has generated.**

**Specific numbers** such as increases in participation (initially and over time), cost of the project, the time required for payback, etc., are especially important in making the case for a particular concept. Simple claims that “customer satisfaction was much higher after the change” are too vague.

**What** were the financial costs and results of the concept? How much investment did it entail? How was the project financially justified and what challenges did you overcome to do so? How has it paid off since it began operating or was implemented? What was the customer response? How was its success evaluated? How was its effectiveness measured?

**When** was the operation, concept or program implemented?

**Where** is the concept operated? Is it operating in a single location or multiple locations? What is the nature of the organization that is its host? If it is a contractor program, to which markets is it targeted? Which customers does it target? How has it been marketed or promoted? (Management company concepts that are developed corporately and implemented broadly, in many accounts, should be entered in category eight).

**Why** was there a need for this concept? What were its initial goals and did it reach them? What have been its primary results or benefits? Why was it developed in the first place?

**What** makes your entry a winner? **How is it different?** Tell us why you think your project deserves recognition. Remember—we get a large number of entries, all claiming to be “sustainable,” “customer oriented,” “innovative,” etc. **Tell us why yours stands out from the pack.**

**Step 2.** Submit any supporting information that provides additional detail about the concept. Examples: copies of menus, articles that may have appeared in house organs or the local media, promotional materials you may use to support the concept. **Please supply photography that will give the judges a good sense of what the concept looks like. If you are a winner, these photos will need to be of publishable quality to illustrate your concept—that means digital photos need to be high-resolution files.** As a candidate, photography is very helpful in giving the judges a better idea of how the concept plays out in an actual onsite environment.

**Step 3.** Complete the entry form below on page 4. Email your entry to Mike Buzalka at [mike.buzalka@informa.com](mailto:mike.buzalka@informa.com) or your entry can be mailed to:

Mike Buzalka  
Executives Features Editor  
*Food Management magazine*  
1100 Superior Avenue, Suite 800  
Cleveland, Ohio 44114

Attention: **FM Best Concepts Competition**

## DEADLINE

Nominations must be postmarked by April 19, 2021.

Any questions? Contact or Mike Buzalka at 216-931-9436 or [mike.buzalka@informa.com](mailto:mike.buzalka@informa.com). If you do, please put "Best Concept Awards Inquiry" in the subject line.

*FOOD MANAGEMENT'S BEST ONSITE CONCEPTS AWARDS*

**ENTRY FORM**

Nominator's Name: \_\_\_\_\_

Nominator's Organization: \_\_\_\_\_

Nominator's Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

Describe your Concept \_\_\_\_\_

Entry Category: \_\_\_\_\_

Primary Onsite Management Contact (if other than nominator): \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Primary Client Contact (if a contract operation): \_\_\_\_\_

Phone: \_\_\_\_\_ e-mail: \_\_\_\_\_

Concept Originator and/or Team members: \_\_\_\_\_

\_\_\_\_\_

Consultant organizations (if involved in project): \_\_\_\_\_

\_\_\_\_\_

Contact info for consultant: \_\_\_\_\_

Other: \_\_\_\_\_

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