

# KOREA FOOD AWARDS

Welcome to Korea Food Awards 2022!

## Introduction

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One of the most important, essential things in people's daily routine is eating. For the health of our body, to enjoy various flavors, for our relationships with people, we eat and enjoy food. After the pandemic, consumers came to think not only about the taste while eating, but also about safety, health, and the environment.

Companies are also developing various processing techniques that effectively assist consumers to make their own meals.

Accordingly, ChosunBiz has created Korea Food Awards, in which individuals and companies can identify differences between various brand new food products and where consumers can gather their much-needed, accurate product information. By doing so, ChosunBiz aims to introduce consumption trends and market changes, utilizing objective evaluations from experts and the general public in each product's field.

Meanwhile, ChosunBiz also strives to give excellent products and brands a chance to publicize their entries through this award ceremony, in the hope that associated industries and consumers will participate in creating a healthy food culture.

And so, ChosunBiz asks for your active interest and support in this event.

## Overview

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**Event Name:** Korea Food Awards

**Organizer:** ChosunBiz

**Sponsor:** Ministry of Agriculture, Food and Rural Affairs, Ministry of Food and Drug Safety, Rural Development Administration, Korea Institute for Food Safety Management Accreditation, Korea Food Research Institute, National Food Safety Information service, Korea National Food Cluster, Korea Food Industry Association, Korea Health Supplements Association, KSFN, The Korean Society of Food Hygiene and Safety, Korean Society of Food Science and Technology, KOTRA, The Korea Agriculture Technology Promotion Agency

**Schedule:** Submission September, Evaluation October, Award Ceremony November

**Category:** Convenience food, General food

**Subject:** Finished products approved by the Ministry of Food and Drug Safety within 3 years of release (processed) products, products with item report numbers, domestic/overseas products sold in Korea

**Evaluation Standard:** Differentiations such as convenience, health, pleasure, and sustainability

**Panel:** The general public and food brands, marketing, chef, nutrition, processing, etc. experts

**partners:** Seoul National University Food BusinessLab, Umsun, Baemin Academy, Datamarketing Korea, Miral Welfare foundation GIVING+, Mintel Korea

**Simultaneous Event:** Business Meeting, Food Trend Seminar

## Participation Guide

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### Award Categories)

Section	Field	Note
Convenience Food		Classification of room temperature, frozen and refrigerated
General Food	Beverage	Excluding Alcohol
	Dairy Product	
	Snacks/Confectionary	
	Bakery/Dessert	
	Meat Processing	
	Seafood Processing	

\* Detailed categories in each field will be classified according to the standards of the Ministry of Food and Drug Safety and the market.

### Participation Procedure)

#### Step one

- Application for participation (Download registration form from our homepage website)
- Deadline for Registration: 30 September 2022

#### Step two

- Sending samples for consumer evaluation (separate notice)
- Sending samples for evaluation

#### Step three (For finalists only)

- Sending samples for evaluation

### Submission Guide)

Sample: Must be identical to product sold in the market

Sample Quantity:

1st consumer evaluation, 30(direct delivery to selected consumers through carefully selected sites)

2nd Document and sample confirmation (final round)

3rd For expert evaluation, 20 (finalists only)

Storage Instructions: For products that require special attention such as temperature and refrigeration, storage instructions are enclosed.

## Evaluation Information

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### Evaluation standard)

- 1) Differentiating factors for new products: convenience, health, pleasure, and sustainability
  - Convenience: Cooking method, time, storage, portability, etc.
  - Health: Freshness of ingredients, nutritional balance, functional application, etc
  - Pleasure: Taste, design, special fun, individual taste, etc.
  - Sustainability: Eco-friendly packaging materials, packaging material quantity, social value, vegetable-based materials, etc
  
- 2) Evaluating the differentiating factors from 4 perspectives of consumers and markets
  - What could be new?
  - Is the current trend melting into the novelty?
  - What does the novelty mean to the consumers?
  - How will the novelty open up the market?

### Evaluation Method)

- 1st Consumer Evaluation (Qualifier)
  - Consumer evaluation group tasting and opinion summary
  - Consumer reaction social data analysis
  
- 2nd Evaluation (Preliminary)
  - Document examination: Confirmation of application content and product
  
- 3rd Evaluation (Final)
  - Evaluation of experts in each field (Evaluation of tasting)

### Korea Food Awards Evaluation)



## Participation/Award Benefits

### Information (provided by default)

- Consumer evaluation insight report provided
- Provision of consumer evaluation SNS contents (available for marketing)
- Free invitation to 2023 Food Trend Seminar

### Promotion

- Article published by ChosunBiz on winning products
- Plaque, certificate, Certificate Emblem provided
- Best Award-winning product exclusive report
- Promotion through influencers, partners, and affiliates
- Providing opportunities to participate in distribution channel planning exhibitions (Marts/convenience stores, etc.)
- Korea Wine & Spirits Awards Business Testing Booth provided
- Korea Food Awards business meeting booth provided (Purchasing MD, influencers, etc.)

## Images

- Certification Emblem



## Application Guide

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To participate, register online on our homepage (<http://e.chosunbiz.com>) or download the registration forms from the website, then fill out the forms and submit by email.

### Reception & Inquiry)

Administration Office, Korea Food Awards 2022

Tel: 02)724-6075

E-mail: [award@chosunbiz.com](mailto:award@chosunbiz.com)

Website: <http://e.chosunbiz.com>

## Last year's results

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Entry result: 33 companies, 152 brands

Judgment Result: A total of 60 brands were selected

Participating companies: From large corporations such as Pulmuone, Dongwon F&B, and CJ CheilJedang to small and medium-sized enterprises such as Sunhae Fisheries and Haedaeun, importers, food tech startups, etc.

Comments from the person in charge after participation

After receiving the consumer report, it was good to know what they think of our products and to be able to use it for marketing.

It was good that the product was introduced as an article.

Unlike other awards ceremonies, step-by-step evaluations from consumers, researchers, and experts were professional.

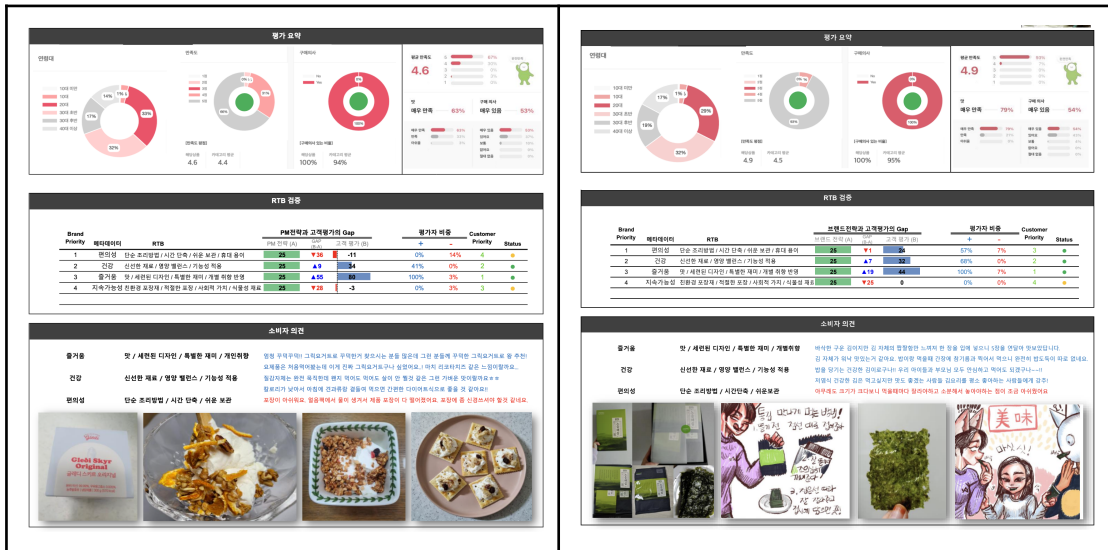
A record of awards was helpful during business meetings.

Reference

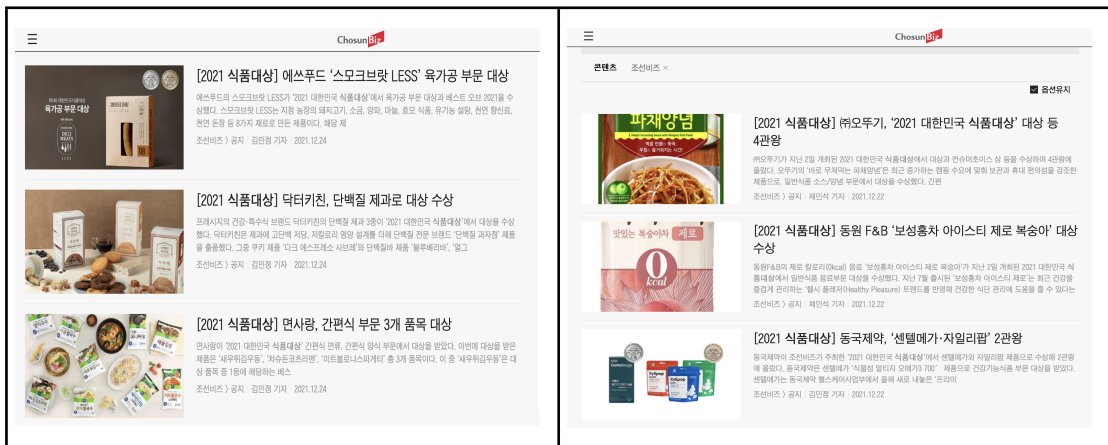
An Australian food importer participated with the recommendation and support of the Australian Trade and Investment Corporation. Among them, Lemon Myrtle Tea Bag received the Consumer's Choice Award in the general food category and the Madenest Shark Cartilage Calcium Health Functional Food Grand Prize.

The Australian Embassy attended the awards ceremony and congratulated the company. All award-winning products were featured in articles.

- Consumer evaluation insight report



- Article published by ChosunBiz



## Other media, blogs

VIEW에서 #일상을 검색해보세요!

푸드디렉터 김유경의 테이스티코리아 **인물루언서** 7일 전

**2021 푸드 트렌드를 반영한 대한민국 식품대상, 어떤 상품들이 여...**  
테이스티코리아 안젤라입니다 지난주에는 조선비즈에서 주최한 2021 대한민국 식품대상 시상식에 인물루언서로 초대받아 다녀왔습니다. 시상식이라고 하니 연말 ...

#노동혁신 #채프레이스트 #지속가능성 #단백질 #신종증 #건강

yunally님의 블로그 2021.12.02

**여의도 콘래드호텔 2021 대한민국 식품대상 & 여주, 전통발효식품...**  
오늘은 중일 박수를 쳤다 오전엔 여의도 콘래드호텔에서 조선비즈가 주최한 2021 대한민국 식품대상의 시상식에서 대상과 BestoBest 제품들이 호명될 때마다 박수...

#2021대한민국식품대상 #조선비즈 #여주장아찌전문가반

| 석은역, 배민아카데미, 2021 대한민국 식품대상 결선의 날(#2021 대한민국 식품...

better me :) 2021.12.03.

**[2021 식품대상] "식품산업 트렌드 다 모았다"... 건강·지속가능성 강조 식품 눈길**  
"단백질을 강화한 빵부터 피부 보습 건강기능식품 그리고 저탄소 농장 돼지고기로 만든 소시지까지 여기 다 있네" 2일 서울 여의도 콘래드호텔에서 열린 2021 대한민국 식품대상은 건강, 지속가능성 등으로...

#비건식품 #식품산업 #두부만든

인원일보 19시간 전

**중근당건강 프르메가, '2021 대한민국 식품대상' 건강기능식품부...**  
중근당건강 프르메가가 지난 2일 개최된 '2021 대한민국 식품대상'에서 건강기능식품부문 대상 수상과 동시에 '베스트 오브 2021(Best of 2021)'에 선정됐다 그 밖...

문화일보 7일 전 네이버뉴스

**질감농산, '2021 대한민국 식품대상' 수상**  
질감농산 들깨수제비, 간편식품 부문 대상 수상 영예 안어 뿔 가공식품 선두기업 질감농산(대표 이영주) 들깨수제비가 지난 3일 서울 여의도 콘래드호텔에서 열린...

질감농산 들깨수제비, 2021 대한민국 식품... 머니투데이 7일 전 네이버뉴스  
질감농산 들깨수제비, 2021 대한민국 식품대상 대상 수상 고영신은 7일 전

비즈니스코리아 2021.12.03.

**에스푸드, 2021 대한민국 식품대상 육가공 부문 BEST OF 2021과...**  
에스푸드(대표 조승수)·혼묵 델리미트에서 출시한 '스모크브랫 LESS' 제품이 2021 대한민국 식품대상에서 육가공 부문 BEST OF 2021과 함께 대상을 수상하며 ...

스모크브랫 LESS, 2021 대한민국 식품대상 BEST OF... 아시아에이 2021.12.03.  
(브런드이슈) 혼묵 델리미트 '스모크브랫 LESS', 2021... 시선뉴스 2021.12.03.

뉴스웨이 7일 전

**프레시지, '닥터킴' 단백질 제과 3종 대한민국 식품대상 수상**  
프레시지는 건강 특수식 브랜드 닥터킴의 단백질 제과 3종이 '제1회 대한민국 식품대상'에서 대상을... 오보 2021' 상으로 선정했다. 디크 에스프레소 사브레는 ...

프레시지 '제1회 대한민국 식품대상'에서 대상 수상 비온드포스트 7일 전  
프레시지 건강 특수식 브랜드 닥터킴, 단백질 제과 대한민국... 크이슈 7일 전  
프레시지 닥터킴, '제1회 대한민국 식품대상'서 대상... 민포인뉴스 6일 전  
프레시지, 건강·특수식 브랜드 닥터킴의 단백질... 디스커버리뉴스 6일 전

## Awards ceremony photo



