

# The Crunchtastic Walnut Chocolate Candy 2017



## Conditions of Participation for the Contest



Sought after are innovative chocolate candies with California walnuts in the categories PREMIUM and RETAIL.

After a successful contest last year, the search for the crunchtastic walnut candy enters into the next round.

### Sought after are innovative chocolate candies with California walnuts.

The finest new creations of the modern food trade and food business sector are going to be awarded. Existing compositions using walnuts from California can also be part of the content.

Organizer of the contest is the California Walnut Commission (USA), represented in Germany by mk<sup>2</sup> marketing & kommunikation gmbh (following "the organizer").

A panel of experts is going to evaluate the submissions. The winner confectionaries will additionally be tested and evaluated by consumers. **The first rank winner of each category will be invited to the walnut harvest in California.** The second rank will be awarded with a financial support for marketing activities worth 3,000 € and the third rank winners can look forward to receiving California walnuts worth 1,000 €. With their application, all participants accept the following conditions.



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Founded in 1987, the California Walnut Commission (CWC) is financed by contributions from over 4,000 walnut farmers and 90 handlers in California. The commission is an institution of the state of California and closely works together with the secretary of the California Department of Food and Agriculture (CDFA). CWC mainly focuses on research of health benefits of walnuts as well as the development of export markets, of which Germany is the largest.



## Participation Requirements and Organizational Topics

1. Companies are eligible to apply if their headquarters or their branch offices are located in Germany, Austria, and Switzerland as well as The Netherlands, Belgium, Italy, and Spain. Restrictions pertaining to the legal form do not exist. The presented products have to be mainly developed in the countries listed above.
2. Only own product ideas can be submitted.
3. The participants ensure to provide truthful information and not to infringe third-party rights with the products handed in, especially industrial property rights.
4. The completed application must fulfill all criteria listed in the general conditions below. The application should be assigned to at least one of the possible categories.
5. Only complete applications will be accepted.
6. All applications will be evaluated by a panel of experts.
7. The contest participation is free of charge. Efforts of participants, regardless to what extent, will not be compensated.

## General Conditions for the Application

### Production of Walnut Chocolate Candy Samples

- Production of chocolate candies using California walnuts
- Minimum circulation: 40 candies in packages (contest winners may provide another 40 samples for a sensory test after the evaluation)
- Best before date > 3 months in the provided package
- Production under the current German food law (especially food hygiene regulations)

### Application Documents

- Short product description
- Declaration incl. list of ingredients
- Short statement of product features "Crunchtastic Walnut Praline 2017"
- Justification of a market potential (incl. a (retail) price/100 g)
- Information on recommended sell-by date
- Allocation to one or both categories (Premium and/or Retail)

### Registration

- Contest application incl. submission of the complete application documents have to be sent via email to [CWC@californiawalnuts.eu](mailto:CWC@californiawalnuts.eu). Last day of submission is June 18, 2017.
- Only complete application forms will be accepted.
- The number of participants for both categories is limited to 40 candidates; decisive is hereby the order of which the complete application documents are received.
- Closing date for application will be published on the website [www.californiawalnuts.eu](http://www.californiawalnuts.eu).
- Shipment of 40 candies in original packaging to the panel of experts is possible ONLY from June 19 to 23, 2017 (incoming). The delivery address will be published no later than the first week of June on [www.californiawalnuts.eu](http://www.californiawalnuts.eu).





## Legal Information

1. All winners will receive a certificate.
2. The winners will be announced on the website of CWC ([www.californiawalnuts.eu](http://www.californiawalnuts.eu)). During the award ceremony and reporting afterwards, the names of ranks 1 to 3 (participants and companies) as well as information regarding the products will be announced. The agreement to this is given by participating in the contest.
3. The evaluation and the decision will be conducted based on sensor technology and innovative character. The decision of the award is incumbent on the panel of experts.
4. No cash reimbursement is possible.
5. There is no legal claim on the awarding of a prize. If there was an award made, however, and it turns out the participation conditions were infringed, the organizer is entitled to withdraw the award, confiscate the prize and exclude the participant retroactively. This applies especially to participants with products that infringe third party rights or food hygiene.
6. The organizer is not liable for the products submitted by participants.
7. Furthermore, the organizer has no rights to the submitted products; the organizer will not adopt the product ideas as its own. Especially, the organizer is not liable for possible violation of industrial property rights or food hygiene of the submitted or awarded products. There will not be an audit if the submitted contributions handed in violate third party rights.
8. Every liability of the organizer towards the participants will be, as far as it is permitted by law, excluded. Exclusion does not apply for liability on compensation of death, body injuries, health damages and/or gross negligence.
9. Decisions are final. Place of jurisdiction is Bonn. German law applies.

## Data Privacy

The organizer collects the provided information given in the application. It is exclusively used by the panel of expert and for the organization of the contest. This follows very strict and confident regulations with protection of the participant's privacy. Companies declare

their agreement by participating in this contest that application documents may be given to the jury. Along with the submission of the application, the participants accept the contest conditions of participation.

As of April 2017

