**EUROPEAN PRIVATE LABEL AWARDS 2023**

**APPLICATION FORM**

Please enter product information for the product/SKU you wish to enter in the grey text boxes provided below.

Please fill in a separate application form for each product/SKU you wish to enter in the European Private Label Awards 2023. Once completed, please send each application form, along with a product image (and any supporting documents, if applicable), to [steve@esmmagazine.com](mailto:steve@esmmagazine.com)

Further details about each category can be found at [www.privatelabelawards.com](http://www.privatelabelawards.com).

**PRODUCT CATEGORY\*** (please select one option from the categories below)

Ambient Grocery   
Beverages (Alcoholic)   
Beverages (Non-Alcoholic)   
Breakfast Products   
Confectionery   
Convenience Food/Food To Go   
Dairy Products   
Free-From Foods   
Frozen Food   
Meal Accompaniments   
Meat & Seafood   
Non-Food (Household)   
Non-Food (Personal Care)   
Snacking Products   
Sauces & Condiments   
Tea, Coffee & Hot Drinks   
Vegetarian & Vegan

**NAME OF PRODUCT (SKU)** (for example, Aldi Specially Selected Infusion Tea Bags - Green Tea)

**NAME OF MANUFACTURER** (all applicants must provide name of manufacturer with each entry)

Please give a description of this product, its target market, its recommended retail price, and why you consider it to be a market-leading innovation – what is the key attribute about this product that you want the judges to consider (less than 500 words)

Please indicate the recommended retail price (RRP) of this product

Please indicate if this product has won, or been nominated for any other award

**ABOUT THE APPLICANT**

**YOUR COMPANY DETAILS** (Name, address and contact telephone number)

**YOUR COMPANY VAT NUMBER** (mandatory)

**YOUR COMPANY REGISTRATION NUMBER** (mandatory)

Please remember to send a product image (or any supporting documents) alongside this form to [steve@esmmagazine.com](mailto:steve@esmmagazine.com) once completed. If you have any questions about the process, please contact [steve@esmmagazine.com](mailto:steve@esmmagazine.com). Further information about the European Private Label Awards can be found at [www.privatelabelawards.com](http://www.privatelabelawards.com)

**\*\*\*Thank you for entering the 2023 European Private Label Awards!\*\*\***

\*Please note all entries will be considered for inclusion in four overall cross-category awards: Innovative Product of The Year, Packaging Excellence Award, Sustainable Product of the Year and Taste Excellence Award.