

## Food and Beverage Atlantic Leveraging national awards and recognition panel

### Top 10 take aways

- 1) Dragons Den is the most cost-effective way to promote your brand on national TV in Canada
- 2) We have more discerning category managers-they love cheese and are very knowledgeable, credible awards mean something more to them
- 3) Make sure you know your numbers/sales forecasts if you go on Dragons Den
- 4) We started working with two producers to find out as much as we could about each of the Dragons - if they ate blueberries and how many, what did they have for breakfast etc.
- 5) Review previous years' winners / participants, you can learn from who they are and what they did
- 6) Review the criteria carefully and give Judges EXACTLY what they ask for- make sure you're a good fit for the category, answer the questions precisely, and stick to the stated word count
- 7) REHEARSE, REHEARSE, REHEARSE : If you are pitching, practice is key. Practice in front of the mirror, for a friend, to your dog, and then do it again. Know your material so well that if everything around you fell apart during the pitch, you could still deliver a compelling message and hold the room's attention
- 8) Our award wins, and press hits all show momentum. It puts our company on the radar of buyers and consumers alike and reinforces that Libra is "one to watch".
- 9) Celebrating awards builds FANS of the brand who have influence in the category, they give us exposure on social and mass media
- 10) When Fortinos CM saw that COWS had won SIAL they called and wanted to arrange an Avonlea cheese cracking. Sobeys category manager put the cheese in flyer for free because of the award and Sobeys featured COWS at BoD meeting
- 11) Positive impact on sales at time of air/award but come back to it in the spring when people are looking for beverages