

looking for  
**food**  
INTERNATIONAL FOOD CONTEST

A mecca for the  
whole food industry!

# INTERNATIONAL FOOD CONTEST

**5th to 7th October 2021**

MCH MESSECENTER HERNING

The fair is held together with:





# One of the largest trade fairs in the world

It all began in 1920 with the first nationwide dairy exhibition. The purpose of the exhibition at the time was to instil a sense of pride and inspire innovation within the dairy industry.

The dairy exhibition became a huge success, and even though the name of the fair has changed and the range of food has been extended to other food products it is still the same basic philosophy that characterizes the fair.

Producers get the opportunity to present their products and to have them assessed - and perhaps gaining one of the many prizes. The assessments are carried out by food professionals – more than 150 judges from all over the world turn up for the occasion.

International Food Contest is an inspiration for quality improvement and product development and contributes in its own way to “train” the participants in their own field.

The exhibition is held with *hi Tech & Industry Scandinavia* which presents novelties within automation & robots, machinery & production equipment, internal logistics, subsuppliers, food technology and new products. The combination of the two fairs provides suppliers and producers with a natural opportunity to network.

Visitors to the fair include many professions affiliated with the food industry: purchasers, food writers, food professionals, food producers etc.



## “It is the first time we won”

“So it is something special. We are definitely going back home to celebrate the success with our employees. After all, it is because of them that we won - a proof that our efforts focusing on quality have been rewarded.”

*In this way a very content Site Director, Mr Torben Pradsgaard of Arla Trolhede Dairy, commented the fact that his dairy received the 2019 cheese category International Dairy Prize for their 65+ “Creamy White” white mould cheese.*



## Register your dairy products for the International Dairy Contest

In the International Dairy Contest, dairy products compete in the following categories: Cheese, Butter & Spreadables and Liquid Milk. The products are assessed by competent judges who all are professionals within their category. The judges come from all over the world. There is a tradition that also dairies outside of Denmark participate in the fair and this contributes to the versatility of the event and strengthens cooperation across borders.



## The Gourmet Prize emphasizes quality and innovation

This prize was founded in 2003 within the framework of the Danish Dairy Exhibition in order to emphasize the quality and innovation taking place in the Danish dairies. Categories in this competition are Cheese, Butter & Spreadables, Liquid Milk and Ice Cream. Where the assessments in International Dairy Contest focus on dairy technical details the Gourmet Prize differs in that it targets chefs and other gourmet and gourmand front runners who focus on the gastronomical qualities of the products. This aspect reflects in the constitution of the judging panel (for instance chefs and other food professionals).



## Food products assessment by food professionals

At International Food Contest many other foods are assessed. Previous years have seen the assessment of Beer, Wine, Bread & Confectionary, and Fish Products to mention a few, and recently also Plant-based Products. Check [foodcontest.eu/food](http://foodcontest.eu/food) for more information. You have a good chance of leaving the fair with a gold, silver or bronze medal. Furthermore, the best product in each category wins the prestigious IFC Award. The judges focus on innovation and novelty value when they elect the winner of the IFC Award.



## Show your customers that your product is in a league of its own

- If you win a medal or a prize, you may use it in your marketing efforts. Print the medal on your packaging and tell about it on social media.

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Let's get together!

- Assessment and celebration of the best foods on the exhibition
- Prizes: gold, silver, bronze medals, the Gourmet Prizes, the IFC Awards and Prizes of Honour
- New products, technologies and machinery for the food industry
- Inspiration for quality improvement and product development
- Networking with colleagues and suppliers
- Special events, lectures and seminars
- International Food Contest includes all food categories
- Events featuring food
- In 2021: IFC Water Congress

## VENUE

MCH Messecenter Herning, 1 Vardevej, DK – 7400 Herning

## DATES AND OPENING HOURS

5th to 7th October 2021. Opening hours: 8:30 to 16:30

## FOLLOW US ON

[foodcontest.eu](https://www.foodcontest.eu)

Here you can register your products and find information about the event

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**MEJERIFORENINGEN**  
Danish Dairy Board

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