



Terms and Conditions 2027

1. Online entries open on 7th September 2026. Retail entries will close at midnight on Friday 27th November 2026 and Foodservice entries will close on Friday 12th February 2027. All product information and images must be submitted by these dates.
2. The entry fee for each Retail and Foodservice product is £365.00 plus VAT. This is payable at the time of entry.
3. The BFFF reserves the right to extend the closing deadline, amend or combine categories should the entries received not reach the required number.
4. A Company can enter products into both the Retail and Foodservice sectors. Both branded and own label products are eligible. Excludes Breakthrough Award category. See clause 10.
5. Products must be factory line produced (not kitchen samples) and have been launched and available for sale during 2026.
6. Products will not be accepted if supplied in polystyrene boxes. Retail products should arrive in their 'shelf ready packaging'. Foodservice products should arrive in a finished case. Delivery labels will be provided after the closing date.
7. Product delivery:
Retail entrants will be contacted w/c 14th December 2026 with all delivery information and labelling requirements. Please ensure you have enough product ready and available to send week commencing 18th January 2027
Foodservice entrants will be contacted w/c 15th February 2027 with delivery instructions and labelling requirements. Please ensure you have enough product ready and available to send week commencing 1st March 2027.
8. Products that have previously been entered into the awards, may only be entered again if a significant change has occurred e.g. a new flavour or variety. Excludes Breakthrough Award entries.
9. Declared Recommended Retail Price should exclude special offers. Excludes Breakthrough Award category. See clause 10
10. Breakthrough Award entries ONLY. Products entered into the Breakthrough Award must not be, or ever have been available for sale in the UK. However, must be listed in and for sale in Europe. A GBP equivalent price must be entered on the product entry form.
11. Please notify the BFFF by 11th December 2026 (Retail) or 26th February 2027 (Foodservice) of any changes that may affect a product's eligibility.
12. It is the responsibility of entrants to send their products to our logistics partner before judging commences. You will be notified of all the details required i.e. delivery address, product arrival dates in due course.

13. We request one full case of product (or a minimum of 12 packs of product for retail entries) to be supplied for judging to ensure our rigorous judging standards are met. It is the company's responsibility to ensure a full case of product is provided. Mixed cases will not be accepted.
14. Product specification sheets are not required.
15. The results and decisions of the judging panels will be final.
16. The organisers do not accept any responsibility for loss of any entry.
17. The Awards Night will take place at the Frozen Food Awards Dinner on Thursday, 17th June 2027 at the Royal Lancaster Hotel, London. Each company entering will need to have a representative in attendance at the 2027 Awards Night in the event that your entered product/s is a winner. Tickets can be booked via our website.
18. Receipt of entry and payment will constitute acceptance of the terms and conditions, and no refunds can be made.
19. Please ensure you meet the terms and conditions before submitting your entry as we regret that refunds cannot be made for those failing to meet entry requirements.