



NFRA'S PENGUIN PITCH

EMERGING BRAND CONTEST

2024 ENTRY FORM

ENTRIES DUE FEBRUARY 16, 2024

QUALIFYING MANUFACTURERS WITH \$100,000-\$2 MILLION IN ANNUAL SALES CAN ENTER THEIR COOL NEW PRODUCT FOR A CHANCE TO BECOME A FINALIST IN THE PENGUIN PITCH, NFRA'S NEW CONTEST RECOGNIZING INNOVATION IN THE FROZEN AND REFRIGERATED FOODS INDUSTRY. **VIEW COMPLETE RULES*

Company name (include DBA if applicable) _____

Name of person completing this form _____

Title _____

Address _____

Phone _____ Email _____

Company Owner Name _____ Title _____

Company Address _____

Phone _____ Email _____

Product name _____

Product description _____

Please list any additional varieties/flavors: _____

Website _____ Age of company _____

Are you a current NFRA member? Yes No **If not a member, company must join NFRA before April 1, 2024 in order to qualify and enter the contest. Join at nfraweb.org/membership/join-nfra/*

Please submit this form and supporting documents (product/plated product/
packaging photo(s), sales decks, etc.) to WWW.HIGHTAIL.COM/U/NFRA
Questions? Contact Sarah@nfraweb.org



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When did the product begin shipping to retail? _____

What are the product's current annual retail sales? _____

What is your distribution supply chain network? _____

Which retailers are carrying your product? _____

What was your inspiration for creating this product? _____

What makes your product unique? _____

What is your promotional strategy? _____

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