



NFRA'S PENGUIN PITCH

EMERGING BRAND CONTEST

2025 ENTRY FORM

ENTRIES DUE FEBRUARY 10, 2025

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 CONTEST RECOGNIZING INNOVATION IN THE FROZEN AND REFRIGERATED FOODS INDUSTRY. [*VIEW COMPLETE RULES](#)

Product Name _____

**Please submit a separate entry form for each product being entered into the contest.*

Product Description (SKU, flavor, variety, etc.) _____

Company Name (include DBA if applicable) _____

Company Website _____ Date of company incorporation _____

Company Contact _____

Title _____

Phone _____ Email _____

Are you a current NFRA member? Yes No **If not a member, company must join NFRA before March 1, 2025 in order to qualify and enter the contest. Join at nfraweb.org/membership/join-nfra/*

Please submit with this form:

- Product or recipe shot Packaging shot Promotional materials and/or sales deck

When did the product begin shipping to retail? _____

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

Please submit this form and supporting documents (product/plated product/package photo(s), promotional materials, sales decks, etc.) by February 10, 2025 to:

[SPACES.HIGHTAIL.COM/UPLINK/NFRA](https://spaces.hightail.com/uplink/nfra)

QUESTIONS? CONTACT [SARAH@NFRAWEB.ORG](mailto:sarah@nfraweb.org)



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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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QUESTIONS? CONTACT SARAH@NFRAWEB.ORG