



TASTE CANADA AWARDS LES LAURÉATS DES SAVEURS DU CANADA

Call for Food Blog Award Submissions 2017

Taste Canada Awards invites all bloggers to submit entries to the 2017 **Food Blog Categories**.

The winning author(s) will receive recognition through:

- Media outreach
- A Guest Pass to the Gala Awards event in the fall of 2017
- A trophy to commemorate winning a Gold Award
- Mention on our website <http://www.tastecanada.org> and social media channels
- Our ongoing partnerships with such Canadian media outlets, retailers, and sponsors
- Shortlisted blogs and Winners will receive exclusive access to a special Taste Canada Awards badge for their website

Taste Canada Awards' mission is to be the authoritative culinary writing award in Canada by showcasing and recognizing the best.

Our vision is to promote Canadian-authored culinary writing so it is recognized as world class.

Taste Canada is managed by a core staff including Donna Dooher as National Chair, Jennifer MacKenzie as Chair, Awards Committees, Marie-Serge Blais and Anne Fortin as French-language Co-Chairs, and Julie Miguel as Food Blog Chair. The Chairs oversee and administer the coordinators' and judges' process during the award judging cycle.

Taste Canada Awards will honour four blogs, Two in English and Two in French (if minimum entry number is met – see details below), authored by Canadian citizens. Three-person jury panels drawn from Canadian academic, publishing, creative, and institutional fields will review submissions, both English and French. The judges' decisions are final.

The **winners** will be announced at a gala presentation and reception in the fall of 2017. The list of jury members will be announced then.

Deadline for submissions is March 8, 2017.



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Submitting Blogs for Consideration

Below, please find the submission procedures, the criteria and eligibility, and the link to the electronic entry form as well as the fee payment procedure.

Please note that the competition is open to bloggers outside Canada, on the condition that the author be a Canadian citizen.

Submission Procedures

- Each entry submitted requires the following: Entry is done online through Taste Canada's website:
https://docs.google.com/forms/d/e/1FAIpQLSddQpPRXgNvjoHA49u2nZADnJem4EL5pHAS_ZiOf0Uh9PoFsA/viewform
- The fee of **\$36.32** CDN (\$35 plus applicable PayPal fee of \$1.32) is paid at the time of entry via PayPal. Please note the fees are non-refundable.
- You will need to include:
 - Links to 3 posts of any length that best represent your blog as a whole in regards to style, tone and focus. The posts must have been published in the year 2016.
 - A short 50- to 150- word bio.
- Blogger contact information as outlined on the entry form

Eligibility

- Entrants must be Canadian citizens, writing a blog from Canada or abroad.
- Entrants may submit in English or in French, but in one language only.
- The entries submitted for consideration cannot be a sponsored blog post (as part of a contest, or be written as a result of receiving direct compensation from the company in which the post was written about — either paid or having received free product/services or free admission to an event).
- All posts must be food-related in some way. Most posts will fall under one of three categories:
 - Recipe Post—contains a recipe as part of the story. (The recipe will not be tested, but it will be considered carefully.)
 - Restaurant Review—explores the food, service, and ambiance. (The meal cannot be compensated by a PR firm or the restaurant.)



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- Food Experience—personal, a visit to a local business, part of a trip or vacation, etc. (It cannot be part of a Press/sponsored trip that was compensated or free.)
- The blog must be active. To be considered active, the blog must have a minimum of 12 posts published between January 1, 2016 and December 31, 2016.
- Blog entries must be submitted online on or before **March 8, 2017**.
- A non-refundable registration fee of **\$36.32** CDN (\$35 plus applicable PayPal fee of \$1.32) per blog is to be submitted at the time of registration.
- If a blogger is also submitting a book in the Taste Canada Awards, the blog posts submitted for consideration in this category may not be a part of the submitted book.
- Taste Canada Awards is not responsible for lost entries. Please ensure you receive a confirmation email saying your submission was received.

The Awards Committee reserves the right to determine eligibility based on the above criteria. Decisions of the Committee are final.

Best Food Blog Category

In order for a Gold Award to be given out in a category, there must be a minimum of 5 applications in total for that category. If we do not receive a minimum of 5 applications for a category, Taste Canada reserves the right to combine entries into one category per language and give only one Gold Award for that category. If the minimum of 5 applications per language is not met, Taste Canada will not run the Award category for that year and any applicants who have already paid the application fee will receive a refund.

Individual Food Blog Award Categories

A Gold Award will be given in each category for the best English-language and French-language blog.

General Blogs/Blogues Générale

The award is given to the best independent food-related blog written by a Canadian writer(s). Judging will be based on good literary style and best blog practices. This category may be general, or it may be focused on specific Canadian topics or regions, and/or target a very specific audience, such as an ethnic group (in terms of race, nationality, or religious heritage) in Canada or around the world. This category may also explore culinary history, politics, social awareness or cover a general range of topics, offering a variety of options to the Canadian cook. Health and Special Diet-related blogs



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are not included in this category, but in the Health and Special Diet category (see below).

Health and Special Diet Blogs/Blogues Santé et Diète Particulière

The award is given to the best blog written by a Canadian writer(s), which features a topic related to health and/or special diets and includes recipes dedicated to health and/or special diet topics. This category may include blogs addressing a specific health issue through food, a specific nutrition concept or overall nutrition focus, a cooking method/style to address a health issue and/or target a specific special diet related to a health issue and/or lifestyle. This category may also include professionals' personal blogs (i.e. nutritionists and dietitians) given that the blog meets all of the Taste Canada Awards eligibility requirements and restrictions.

What the judges will be looking at:

- Writing
- Photography
- Originality
- Organization/Focus
- Visual/Blog aesthetics
- Blog Functionality
- Research and credibility of information

The Shortlisted Bloggers will be asked to submit a high-res head shot and a high-res blog logo image and may be asked to submit a press release about their blog.



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