



## TASTING & TESTING TOUR APPLICATION FORM

Packaging tests, product tests and sensory tests – take advantage of the Tasting & Testing Tour to fine-tune your products and make a greater impact when launching them on the organic market ! Professionals from across the organic sector will vote for the best product in four different categories:



### Simplicité & Praticité

*Fast, simple & casual*



### Créativité & Sensorialité

*Creativity & sensoriality*



### Santé & Gourmandise

*Healthy & gourmet*



### Au-delà du produit

*Beyond the product*

A special prize covering all categories will be awarded by a group of students selected by Cluster Bio Auvergne-Rhône-Alpes.

### HOW CAN I TAKE PART?

- My product must be organically certified (or in the process of being certified)
- My product may be in the development stage, in the launch phase, or they may already have been on the market for under a year (prior to the B.I.O. N'Days event).

#### EQUIPMENT AND SERVICES

Each participant will be given a stand area equipped with a counter table.

The team from the **ConnectYourSource** platform will offer you free help in designing your feedback questionnaire. Your company name will be given high-profile exposure, featuring on all of the communication tools promoting B.I.O.N'Days (including website, print advertising media and social media).

NB: for the rest of the display material, it is up to each individual company to bring whatever equipment is needed to best showcase its products and business in the most practical and eye-catching way (supplying your own plates, glasses, cutlery, cool boxes, flyers and advertising banners ....), and this includes bringing your own computers and / or tablets for filling out the questionnaires.

#### SELECTION PROCESS - KEY DATES

#### **Deadline for applications: 14th February 2020**

For your entry application to be confirmed, your project presentation pack must arrive no later than the date indicated above, and should include, if possible, photos or images, and the questionnaire that you aim to use for the test.

**Official selection announcement date: 19th February.** The 2020 Tasting & Testing Tour Selection Committee, which is made up of the Cluster Bio team organising the B.I.O. N'Days event, will select a maximum of 20 projects to take part.

If your application is successful, you will receive confirmation no later than the **24th February 2020.**

## 1/ INFORMATION ABOUT YOUR COMPANY

Registered company name:

Trade name:

Adress:

Postal Code:

City/town:

Phone number:

Website:

Company manager:

### Company representative in charge of presenting the project:

Person in charge of presenting the project:

Phone number (during the event):

Email:

## 2/ INFORMATION ABOUT THE PROJECT

Company sector:

### Product category:

- Food
- Cosmetics
- Textiles
- Household cleaning product
- Other

Description of the product to be tested:

In which category would you like to enter your product for the Innovation Award (2 max.):

### Simplicité & Praticité

#### *Fast, simple & casual*

The product or service is user-friendly, practical and portable.

### Créativité & Sensorialité

#### *Creativity & sensoriality*

The product or service is innovative, and tickles the senses.

### Santé & Gourmandise

#### *Healthy & gourmet*

The product or service is in tune with food/health trends, without compromising on the pleasure factor.

### Au-delà du produit

#### *Beyond the product*

The product or service goes that extra mile, taking an inspiring step further 'beyond organic»

What are the markets & consumers targeted by this project?

At what stage of development will the product be when tested?

- Start-up stage  
 Mid-way stage  
 Final stage

Is your product already available on the market? If so, since when?

What precise market / young consumer need(s) is this product attempting to meet?

What is its competitive edge? What makes it stand out on the market?

Test expectations: which particular aspect(s) of your product are you seeking to test out?

**PLEASE RETURN THE FOLLOWING FORM, DULY COMPLETED**

**(Please enclose / attach the questionnaire that you aim to use for conducting the test) at**

**Lauriane LUBERT, in charge of Innovation at Cluster Bio Auvergne-Rhône-Alpes**

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