

# Lovin Dublin

**Interested in winning €25k Start-Up package for your food company?**

***What is the Lovin Dublin Dublin Food Start Up of the Year:***

Looking to give your product a huge boost and grab the attention of foodies, restaurateurs, key industry players, supermarket buyers and more?

We will be awarding the Start Up of the year prize on the night of **The Lovin Dublin Show Live** to Ireland's best food or drink start up on Monday 24th of November 2014 at Ireland's largest theatre - The Bord Gais Energy Theatre.

The winner will be awarded based on taste, branding, quality and innovation of the product. The competition is FREE to enter and is open to entries from ALL over Ireland.

The overall winner will win a fantastic prize pot of cash, equipment, professional services, product design, branding and mentorship.

***What is Lovin Dublin?***

Lovin Dublin is a website that celebrates the city of Dublin, the food that the city has to offer & the people that help shape it. Please note that this award is open to entries from ALL over Ireland.

***Why are Lovin Dublin doing this?***

The Lovin Dublin brand is synonymous with quality food and entrepreneurialism. We want to be associated with supporting food innovation and have created this fund to give some up and coming food creators a chance to succeed and promote their product. We have facilitated a collaboration of key retailers, advisors and marketers as a prize fund.

***Winners Pot to include:***

- €5k cash courtesy of SuperValu.
- Free product photography courtesy of PicStash.
- Complimentary brand partnership package with Lovin Dublin including interview with the winner in LovinDublin.com, feature in Lovin Dublin App and more.
- Brand mentions across social media channels to 100k fans.

- Free website from Miralize.
- Free branding and product design voucher.
- Phone and data package.
- Start Up PR package courtesy of PR360.
- Social media package from [socialmedia.ie](http://socialmedia.ie)
- Mentorship from James Burke and associates food consultants
- Membership of Bord Bia's Brand Forum and Origin Green.

**Criteria:**

Company must be based in Ireland, must currently produce a product.

Must be in existence for under 3 years.

Must have a turnover under .5m.

The award is only open to producers of food and drink.

It is not for example open to makers of food apps or food outlets.

Entries are judged on taste, flavour, branding and innovation.

Sample products will be required for judging purposes. If your product qualifies we will provide details of what we will need on the night.

For entry please logon to

<http://lovindublin.com/competitions/one-irish-food-start-up-will-win-25-000-prize-at-lovin-dublin-live> for an entry form and more details.

For any queries or requests for further information please contact Ed O'Riordan at Lovin Dublin.

Ed O'Riordan,  
Commercial Manager,  
Lovin Dublin,  
Fumbally Court,  
Fumbally Lane,  
Dublin 8.

01 5524765

More information and tickets for the Lovin Dublin Show Live check out:  
[www.lovindublin.com/live](http://www.lovindublin.com/live)