



ASIA'S EXCELLENT TASTE AWARDS

PRODUCT AWARDS



<https://asiatasteawards.com>

Overview of Asia's Excellent Taste Awards

Asia's Excellent Taste Awards was established in 2024 and is headquartered in Vietnam. This is an award to honor Chefs, Restaurants, and Food and Beverage Products.

Our awards help businesses/individuals increase brand recognition and reputation with Asia's Excellent Taste Awards certification.

We strive to promote innovation in the culinary industry and encourage chefs and businesses to be creative. Create future ambassadors, support business development and honor outstanding products/services, motivate enterprises to improve and expand constantly.



About Product Category

Asia's Excellent Taste Awards celebrates and recognizes innovation and progress in the F&B industry. The awards will honor companies breaking new ground in the F&B industry and showcase the best products across 10 award categories.

1. Plant-based Innovation
2. Grain Innovation
3. Dairy Innovation
4. Meat Innovation
5. Seafood Innovation
6. Beverage Innovation
7. Snack Innovation
8. International Product Innovation
9. Tea & Coffee Unique Flavors
10. Quintessential Vietnamese Specialties



No.	Product category	Content
1	Plant-based Innovation	Including plant-based, branded and packaged products.
2	Grain Innovation	Including rice products; wheat; grain; flour; starch; branded and packaged.
3	Dairy Innovation	Including milk products made from livestock and plants, branded and packaged.
4	Meat Innovation	Includes processed meats and products made from meat, branded and packaged.
5	Seafood Innovation	Includes processed seafood; and products processed from seafood, branded and packaged.
6	Beverage Innovation	Includes beverage; fruit juices of all kinds; alcoholic and non-alcoholic beverages, branded and packaged.
7	Snack Innovation	Including savory snack products (savory biscuits, Crispy bread, Nuts and legumes, Chips, dried foods); sweet snacks (Chocolate, confectionery, jam, dried fruit dry), branded and packaged.
8	International Product Innovation	Including branded and packaged international products.
9	Tea & Coffee Unique Flavors	Including tea and coffee beverage products (ready-to-make or ready-to-drink); branded and packaged.
10	Quintessential Vietnamese Specialties	Including products with regional identities in Vietnam, branded and packaged.

Terms and Conditions of Participation

- Products introduced to the market within the last 3 years. They must be approved for consumption and eligible for tasting.
- Each company can submit up to 3 different products per Product category.

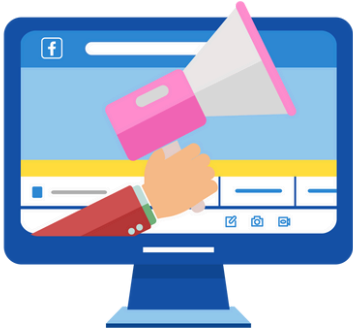
Conditions of honor

- Compliance with the organizer's regulations: Ensure compliance with all regulations and conditions set by the organizer during the participation process and after winning the prize.
- Product/service quality: Ensure the quality of the product or service meets the standards and expectations of the prize.



Benefits for participants

Media



Communicate information about participating products on the program's official Fanpage.

Evaluation table



Jury evaluation report of your product in PDF file format.

Product display



All registered products will be displayed in a common area within the Food & Hotel Exhibition.

Benefits for honored products

Commemorative medal and Certificate

Received Commemorative medal and Certificate by Asia's Excellent Taste Awards

Plant-Based Innovation category products only: Received Honor Plaque and Certificate from Asia's Excellent Taste Award and UNESCO Chair



Asia's Excellent Taste Awards Label



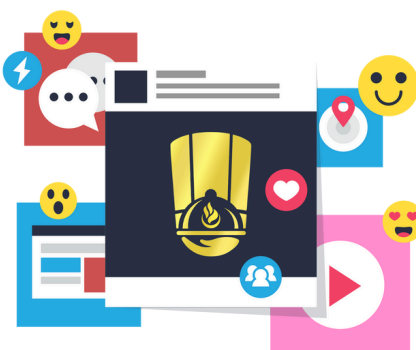
Use our Label provided by the number of stars the product achieves.

Product display



Exhibit in a separate area within the Food & Hotel Exhibition.

Media



Media on Asia's Excellent Taste Awards platforms include press, social media and official website.

Registration steps

01



Registration online

Businesses register online according to the form provided by the Organizing Committee.

02



Submit form

Send the products that the business registers to the Organizing Committee. The number of samples will depend on the requirements of the Organizing Committee.

03



Get results and certification

The winning enterprise's product will receive a medal and certificate at the award ceremony.

Cooperating units

CO - LOCATE



Food & Hospitality Hanoi - the oldest trade exhibition unit in Vietnam serving industries such as Food & Beverage, Hotel, Restaurants, Bakery, Catering, and many others.

SPONSOR



Informa - a leading international group in events, digital services and academic research with, in the FTSE 100, more than 12,000 employees working in 30 countries.

SPONSOR UNIT



HIỆP HỘI VĂN HÓA ẨM THỰC VIỆT NAM

Vietnam Culinary Culture Association (VCCA) - an association that exploits, preserves and develops Vietnamese culinary culture, promoting Vietnamese culinary culture to the world.



Best of Gastronomie International is an independent organization of chefs and gourmets, headquartered in France. The culinary organization includes 250,000 chefs from 170 countries.



The Culinary Innovation Centre For Training & Development has branches in several countries, including Egypt, Morocco, Algeria, Malaysia, Uzbekistan, and Germany. The center focuses on research and application of sustainable development science in the culinary industry and provides in-depth training for culinary professionals.



UNESCO Chairs - a network of international cooperation programmes and projects sponsored by UNESCO (United Nations Educational, Scientific and Cultural Organization). The aim is to promote international cooperation in the fields of education, science, culture, communication.



Global Chefs Union (GCU) - The alliance brings together more than 25 countries and 50 culinary industry associations. With the goal of promoting development and sharing knowledge in the culinary industry.



Association of Italian Chefs (AIC) - Association dedicated to the professional catering sector, promoting, improving and supporting chefs from all over the world.

Media channels

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**Hội Truyền Thông
Thành Phố Hà Nội**

Hanoi City Media Association

PRESS CHANNEL



VNExpress Newspaper



Cuisine 365



Tuoi Tre Newspaper



Travel magazine

DIGITAL MEDIA & SOCIAL MEDIA



Facebook Global Chefs



Website FHV



*Facebook & Website
Best of Gastronomie*



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Asia's Excellent Taste Awards*



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