

## COMPETITION

# The National Ice Cream Competition 2022

 The National Ice Cream Competition has been running since 1953 and has long been the pillar of excellence for our industry. This gives entrants the opportunity to compete with one another, receive feedback from industry experts and receive accolades for their artistry. This is a marvellous marketing opportunity with winners, medallists and recipients of diplomas receiving national and/or regional press coverage.

### Entering

Entry for the competition will be live on our website [www.ice-cream.org](http://www.ice-cream.org) on Thursday 30<sup>th</sup> September 2021, **with members receiving a 20% discount if they complete an entry form before November 26<sup>th</sup> 2021.** The competition entry is incredibly straightforward and can be found on the 'National Ice Cream Competition 2022' dropdown menu. Fill out all the classes you wish to enter and a confirmation email will be sent once completed. Pots and all the relevant information on how to send and fill them will be sent within 10 working days of your entry.

### Classes

- Several Vanilla Classes
- Several Flavour Classes (including Chocolate)
- Newcomers Class
- Alternative Class
- Soft Serve Class

- Supply House Class (exhibitors only)
- **Specific class details to be revealed with the release of the online entry form (Thursday 30th September 2021)**

### Scoring

Our robust scoring system is broken down into constituent parts that are collated together to give a fair and well-rounded score of your entry. Scoring is split into the categories of appearance (10 points), texture (20 points) and flavour (70 points). These three categories are weighed by importance and added together to give a score of 100 points to aid a sense of objectivity, with comments also encouraged from each judge to give competitors actionable feedback to help improve their products.

### Judging

Each of the standard class will have four judges on a panel with champion classes having six judges on a panel. All judges will have relevant industry experience, with materials and information provided to each judge to ensure a standardised and professional judging process. Supervisors with expert knowledge will be on hand throughout the process as a precautionary measure to ensure high judging quality. Rejudging of certain entries will occur to ensure standardised scoring and definitive winners.

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### Awarding

There are many different awards that can be achieved as an entrant. There are your standard bronze, silver and gold. With class winners entering Best of Flavour, Best of Vanilla and subsequent winners of the prior two awards being entered into the Champion of Champions. Aside from medallists and winners, there is an opportunity to achieve Diplomas, Diplomas of Merit and Special Diplomas of merit, giving entrants great marketing opportunities should they not place in their respective classes.

Awarding of diplomas and medals is dictated by the Derek Bailey Rule. This rule states that if an entrant's total score is 94%+ of the total winning score of the class then an entrant must receive a form of award. The top 10% of this group of entrants will medal and a Special Diploma of Merit, the next 30% must receive a Diploma of Merit and the final 60% must receive a Diploma.

### Post-Competition

All medallists and winners will be presented at the ICA Awards dinner on Wednesday 9<sup>th</sup> February 2022 at The Crowne Plaza Hotel, Harrogate, from 7/7:30 pm. All class winners will be given PR support with artwork provided to recipients of any award type.

## National Ice Cream Competition 2022

### OPEN ONLINE NOW

### visit [ice-cream.org](http://ice-cream.org) to enter

The Competition is open to Member and Non-Members and closes on Friday 17<sup>th</sup> December 2021

- Dairy Ice Cream Class
- Ice Cream Class
- Open Ice Cream Class
- Chocolate Class
- 1st Flavour Class - Mint Choc Chip
- Open Flavour Class (2 entries)
- 1st Sorbet Class - Raspberry
- Soft Serve Class
- Supply House Class - White Chocolate
- Alternative Class (2 entries)

**AHT**  
SPONSOR

Cost per class

**£140+VAT**

Non-Members

**£70+VAT**

Members

EARLY  
BIRD OFFER

# 20%

Discount for ICA Members only who submit their online entry form before **26<sup>th</sup> November 2021**

