



## Novelties Rules 2026

### General

New products and innovations (novelties) are of great importance for (food) specialty retailers to continue differentiating themselves and surprising their customers. Research shows that this is also a key reason for food professionals to visit the trade fair. Visitors want to explore all the latest innovative products, services, and concepts showcased on the exhibition floor.

### Novelty stand

A prominent Novelty stand will be set up in a central location at the trade fair. All accepted novelties will be displayed there, with a reference to your stand. The Novelty stand is an inspiration for every visitor.

### Best Novelty 2026

An professional jury, chaired by a food-trend watcher, will evaluate all submissions based on criteria such as originality, news value, applicability, marketability, storytelling potential and added value for both retailers and consumers. The winners will be announced on Monday, 14 September, during the trade fair.

The winning product, service, or concept and thus the company that submitted the novelty, will receive an official certificate of recognition. In addition, the product, service, or concept will receive editorial coverage in Lekkernijver.

### Information card

Each novelty will be displayed with an information card which provides your company name, stand location and name of your novelty.

### Website

All novelties will be featured on our website [www.vakbeursfoodspecialiteiten.nl](http://www.vakbeursfoodspecialiteiten.nl), accompanied by a photo, a brief description, the company name, and other relevant details. It is therefore important that participants provide the relevant information on time.

### Lekkernijver magazine

All submitted and accepted novelties receive editorial coverage, including a photo, in the September 2026 trade fair edition of Lekkernijver magazine.

### When is a product, service or concept a novelty?

A novelty is a product, service or concept that has been introduced to the market since the previous edition of the Vakbeurs Foodspecialiteiten. Reintroductions of existing products, services, or concepts (for example, a product with new packaging only) are not eligible. However, an existing product, service or concept that has undergone substantial and meaningful innovation may qualify as a novelty.

### Registration and acceptance

Participation in the Novelty stand is exclusively available to exhibitors at Vakbeurs Foodspecialiteiten 2026. For each novelty, a completed application form must be submitted via our website no later than 18 August 2026 to ensure inclusion in all promotional activities. A committee of industry experts will review all submissions and advise the exhibition organisation on acceptance. The final decision regarding acceptance rests with the exhibition organisation.

### Costs

The participation fee is €100.00 per submitted innovation, excluding VAT. This fee must be paid before 14 September 2026. If a submission is not accepted by the exhibition organisation and is therefore not displayed in the Novelty stand, the participation fee will be refunded in full. Please complete the application form to register your novelty.