



Novelties Rules 2025

General

Novelties are important for (food)speciality shops to continue to distinguish themselves and to keep the customer surprised. Research shows that it is also important for all food professionals to visit the exhibition. Visitors want to see all the new innovative products, services and concepts at the exhibition.

Stand novelties

A remarkable stand will be built at the entrance for all the novelties. This will show all the (accepted) novelties, with a reference to your stand location, and is an inspiration for every visitor.

Best Novelty 2025

A professional jury led by a food-trend watcher will assess the submissions on a number of criteria such as originality, news value, applicability, marketability, sales pitch and the added value for the retailer and consumer. During the exhibition on Monday 29 September, they will announce the winners. The winning product, service or concept and thus the company that has submitted the novelty, receives a certificate. Editorial attention is also paid to the product, service or concept 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 are shown on our website www.vakbeursfoodspecialiteiten.nl, provided with a photo and a brief description stating the name of the company and other relevant information. It is therefore important that participants provide the relevant information on time.

Lekkernijver magazine

All the submitted (and accepted) novelties receive editorial attention, provided with a photo, in the exhibition edition of our Lekkernijver magazine which appears in September 2025.

When is a product, service or concept a novelty?

A novelty is a product, service or concept introduced on the market after the last edition of the Vakbeurs Foodspecialiteiten. A re-introduction of a previously existing product, service or concept (for example a new packaging) is not permitted. An existing product, service or concept that has been renewed with far-reaching innovation, may be considered as a novelty.

Enrolment and acceptance

Participation of the novelty stand is only possible for exhibitors of the Vakbeurs Foodspecialiteiten 2025. For each product, you must fill in the application form on our website before 18 August 2025 (if you wish to use all promotional purposes). A committee, composed of expert professionals in the branche, will assess the registrations and advise the exhibition team for acceptance. The final decision and responsibility lies with the exhibition team.

Costs

The contribution in the costs is €100,00 per product excl. VAT. This amount must be paid before 29 September for participation. If a product is not accepted by the exhibition team and is not displayed on the stand, you will receive a refund of this amount. Please complete the application form for submitting and participation of a novelty.