

RULES OF THE INNOVATION COMPETITION EXPOALIMENTARIA 2026

1. PURPOSE

The Innovation Competition, held within the framework of the Expoalimentaria Fair, aims to recognize and highlight the efforts of exhibitors in the creation, development and launch of innovative products, both for the national and international markets, as well as to select the finalists who will participate in the Innovation Hall during the fair.

2. PARTICIPANTS

2.1. All Peruvian and foreign companies registered as exhibitors at this year's Expoalimentaria are eligible to participate.

2.2. Companies must belong to the food and beverage sector, according to the categories defined in the competition.

2.3. Participation is contingent upon the complete and accurate filling out of the online registration form. Failure to comply with this requirement will disqualify the company.

3. REQUIREMENTS

3.1. Submit an innovative product that is in the final stages of development or that has been launched on the market no more than two (2) years ago.

3.2. Formally and unconditionally accept these terms and conditions, as well as the decisions of the technical team, the jury, and the Organizing Committee.

3.3. Submit, within the established deadline and in the corresponding format, the registration form, the application questionnaire, and the supporting documentation for the product's innovation.

3.4. Submit the requested number of product samples within the deadline and to the location indicated for evaluation.

4. SCHEDULE

- June 1 – Publication of the competition guidelines
- June 19 – Opening of registrations
- July 31 – Registration deadline
- August 3–14 – Submission of documentation
- August 17 – Announcement of semifinalists
- August 18–31 – Submission of samples for tasting
- September 3 – Judges' tasting session
- September 4 – Announcement of finalists

4. TERMS AND CONDITIONS

4.1 ON THE PARTICIPATING PRODUCT

4.1.1. Each company may submit only one (1) product in a single category.

4.1.2. Products that have been finalists or winners in previous editions are not eligible, unless they present a substantial and innovative improvement not previously evaluated.

4.1.3. Third-range (ready-to-eat) products are accepted, targeting the retail sector or the HORECA channel (hotels, restaurants, and related establishments).

4.1.4. All products must have a sanitary registration granted by the competent authority of their country (in Peru, DIGESA).

4.1.5. Once registration is complete, companies must send a product sample to the ADEX administrative office to continue the evaluation process.

4.1.6. Only processed products will be accepted. Raw materials will not be accepted.

4.1.7. Products must have been developed using concepts of incremental innovation or significant improvement.

4.1.8. The product must be submitted in its final packaging, which will be included in the evaluation process. Modifying the packaging outside of the established deadlines will not be permitted.

4.1.9. Products in the study or conceptual stage will not be accepted.

4.1.10. If the product has a short shelf life or requires special storage conditions (refrigeration, freezing, or others), this must be clearly indicated on the registration form.

4.1.11. All products must be submitted in perfect physical condition, without any damage that could affect their evaluation.

4.2 DELIVERY OF SAMPLES

4.2.1. Applicant companies will be responsible for tracking and ensuring the timely delivery of their samples for evaluation.

4.2.2. In the case of international companies, the organization will not be responsible for delays caused by Customs or other regulatory entities.

5. QUALIFICATION PROCESS AND CONDITIONS

5.1. The judging panel will evaluate the submitted products solely for the purpose of selecting the finalists who will participate in the Innovation Hall during the fair.

5.2. The score given by the panel does not determine the final winner of the Innovation Competition.

5.3. The winner of the Expoalimentaria 2026 Innovation Competition will be the product that receives the highest score through public voting in the Innovation Hall.

5.4. Public voting will take place from the beginning of the fair until the last day of the event at 2:00 p.m., without exception.

5.5. Finalist participants are required to keep their product on display in the Innovation Hall until the official closing of the event, regardless of whether the voting process has concluded.

5.6. Failure to remain in the Innovation Hall until the event closes will result in the offending company's participation being rejected in the next edition of the Innovation Competition, without recourse.

6. JURY EVALUATION CRITERIA

The criteria have been defined by the Expoalimentaria Organizing Committee and will be applied exclusively for the selection of finalists.

6.1 PRODUCT-RELATED CRITERIA (up to 30 points)

- Novelty and Innovation (0–5): Degree of innovation in technology, applied knowledge, components, materials, or functionalities.
- Originality (0–5): Creative combination of existing concepts applied in a differentiated way.
- Practicality (0–5): Ease of use, preparation, and adaptation to current lifestyles.
- Health (0–5): Contribution to the consumer's health and well-being.
- Sensory Evaluation (0–5): Appearance, aroma, flavor, and texture.
- Shelf Life (0–5): Product duration under normal storage conditions.

6.2 PACKING-RELATED CRITERIA (up to 30 points)

- Innovation (0–5): Contribution of packaging to the consumer experience.
- Level of protection (0–5): Protective capacity against external factors.
- Image and design (0–5): Visual impact and functionality.
- Ease and practicality (0–5): Use, storage, and transport.
- Material and post-consumer value (0–5): Sustainable, recyclable, or reusable materials.
- Information and labeling (0–5): Clarity and accuracy of information.

6.3. COMMERCIAL CRITERIA (Up to 15 points)

- Chance of success (0–5): Potential for acceptance in the target market.
- Marketing (0–5): Distribution strategy and price consistency.
- Awareness and ethics (0–5): Social, local or sustainable impact

7. CATEGORIES

7.1. Correct registration in the appropriate category is the sole responsibility of the participant.

7.2. The competition categories are:

- Liqueurs and spirits
- Juices and concentrates
- Confectionery and snacks
- Coffee, cocoa, and byproducts
- Gourmet and delicatessen

8. PRIZES

The prize will be awarded to the product that receives the **highest number of votes from visitors** to the Innovation Hall, among the finalists selected by the jury.

Prizes:

- Basic 12 m² (4x3) stand, including table, chairs, wainscoting, and electrical outlet, for the next edition of Expoalimentaria.
- Trophy for the Best Innovative Product at the Fair.
- Corresponding recognition seal.

9. CONTACT

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