

Seafood Excellence Global Awards Competition Announced

Diversified Communications, the organizers of Seafood Expo Global/Seafood Processing Global in Brussels, Belgium, recently announced the launch of the Seafood Excellence Global awards, a new competition that will feature and recognize the best in seafood products during the next exposition taking place 26-28 April 2016 at the BRUSSELS EXPO.

For the past 15 years the event's product competition, which was known as the Seafood Prix d'Elite, honoured companies with new seafood products that were introduced to the European market within a period of 18 months. The new Seafood Excellence Global awards competition will now feature and recognize the best seafood products that are represented at the exposition regardless of their market introduction date.

All products entered in the competition will be showcased at the exposition and be considered to compete for the awards. Finalists will be selected from the products entered and highlighted as such in the display. Prior to the exposition, a distinguished group of seafood industry experts will judge each finalist on eating experience, innovation, convenience, packaging, health and nutrition and market potential.

Grand prizes will be given to the Best Retail Product and Best Hotel/Restaurant/Catering Product. Judges will also decide on special awards for the best products in the following categories: Innovation; Convenience; Health and Nutrition; Retail Packaging; and Seafood Product Line.

"After a long and successful run of the Seafood Prix d'Elite, it was time to relaunch this event to reflect key products within the global seafood market," said Liz Plizga, Seafood Group Vice President at Diversified Communications.

"The Seafood Excellence Global awards competition is designed to celebrate the best products represented at the exposition. It is up to each exhibitor to enter the products they consider their best available on the market regardless of when and where they were introduced."

While there is an entry fee to participate in this new competition, it offers exhibitors more opportunities to get additional recognition at one of the world's largest seafood trade event in Brussels. Unlike Seafood Prix d'Elite, all products entered in the new competition will be showcased at the Seafood Excellence Global stand in the Patio during the three-day exposition. Among the best products entered, the judges will select finalists to compete for the Grand Prizes and special awards, and the winners will receive a more prominent product display, as well as enhanced publicity before, during and after the exposition.

The selection of the finalists will be announced in March 2016. Awards will be presented to winners at a special reception scheduled to take place on 26 April 2016 in Auditorium 2000 from 18:15 until 20:00 at the BRUSSELS EXPO in Belgium.

The application deadline to enter the awards competition is 9 February 2016 at 11:59pm EDT.

About Seafood Expo Global and Seafood Processing Global

Formerly named the European Seafood Exposition and Seafood Processing Europe, **Seafood Expo Global/Seafood Processing Global** form the world's largest seafood trade event. Thousands of buyers and suppliers from around the world attend the annual, three-day exposition in Brussels, Belgium, to meet, network and do business. Attending buyers represent importers, exporters, wholesalers, restaurants, supermarkets, hotels, and other retail and foodservice companies.

Exhibiting suppliers offer the newest seafood products, processing and packaging equipment, and services available in the seafood market. SeafoodSource.com is the exposition's official media. The exposition is produced by Diversified Communications, an international leader in seafood-industry expositions and media.

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