



# The Free From Awards

Incorporating the FFFAs, now with a standalone Easter category, and the FFCAs

For the free from community, from artisan producer to retailer, from the most severe allergy reactor to those with mild sensitivities, the Free From Food Awards (FFFAs) and the Free From Christmas Awards (FFCAs) are **the only UK awards** dedicated to free from food & drink.

We passionately believe the free from sector is worthy of celebration, and by doing so we help energise the industry and help consumers to forget their limitations and discover new and safe taste experiences.

First launched in 2008, the awards are now a much anticipated event within the free from calendar, celebrating the very best in free from and the people behind these amazing products – everyone has a story to tell which is so often inspired by passion.

We are unique and are proud and protective of the values that make us different. We have a proven track record rooted in trust & credibility.

Our awards are about much more than just the medals: we are widely recognised for supporting, promoting & actively encouraging both existing and new product development.

Underpinning our awards programme, we have an extensive, committed and growing network, providing unrivalled expertise that many of our entrants have benefitted from.

**Our mission is to be recognised  
as the UK's  
most trusted mark  
of safe, quality free from  
food & drink for consumers  
with food allergies, coeliac  
disease & intolerances.**

Free From Food Awards

# Sponsorship

Our sponsors are vital to the ongoing success of the Awards.

Each year we are proud to welcome organisations that have been with us from the very beginning, as well as new companies, eager to get involved in the free from world.

It is important to us that the awards remain accessible to all food and drink producers, small and large - and sponsors help us to achieve this, keeping our prices lower than other mainstream food and drink awards.

Sponsors support us so we can ensure that our entrants get the very best value - enabling us to bring in the best judges from all over the country; to gather and tailor feedback for each and every product entered, and to host our networking evening!

Sponsors allow us to collectively recognise that food and drink producers are not the only players in the industry but a whole host of other services play key and increasingly important roles - such as the allergen testing labs, ingredients suppliers, distribution companies, B2C webshops and many many others.

Sponsors also allow us to grow our consumer audience, bringing a very valuable commodity and adding incentive to entrants!

**"We're delighted with the way the awards have evolved and will be continuing with our sponsorship. The communication with the FFFA guys has always been a great experience, and the website and judging portal are both really slick now."**

Nairn's Oatcakes

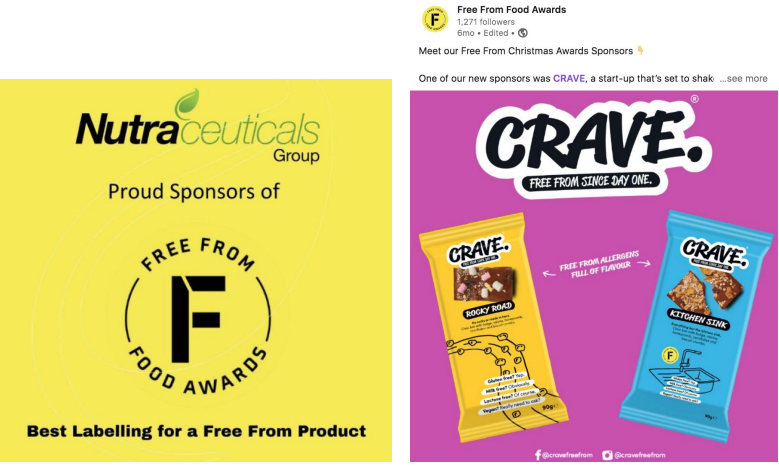
Free From Food Awards

# Sponsorship Benefits

Sponsorship packages are always negotiable, one size will not fit all, so we work with sponsors to build a mutually beneficial package. And we are always open to new ideas.

Some of the many benefits we can offer include:

- Sponsor's logo on both [categories](#) and [sponsors'](#) pages of the FFFA website
- Sponsor profile on both the [Awards Entry](#) and Awards Presentation Party pages
- Mentions of Sponsor on relevant category mailshots and social media posts
- Bespoke social media announcements /welcomes of Sponsors across all channels (Insta, Twitter, FB, LinkedIn) and opportunities for email
- Finalists announced by email linking to a webpage featuring all categories where Sponsors are shared along with a link to a page of your choosing
- Winners announced at Presentation Party (virtual, physical or hybrid), featuring Sponsor branded 'table', invitations for key clients to join and potential for inclusion within awards ceremony
- Sponsor logo and link or your choosing a permanent feature on our Winners' webpage
- Additional social media features by arrangement
- FFFA/FFCA Sponsor Logo for use on your own social media, website, mailshots
- Seat on the judging panel for relevant category
- Presents opportunities to contribute to the conversation in the free from sector & collaborate with like-minded people as well as the chance to reach a whole new audience of potential customers
- Opportunity for insight mining around a topic of your choosing amongst our entrant & judge network
- Opportunity to establish a new award that would align to your business objectives




The screenshot shows a social media post from 'Free From Food Awards' (1,271 followers). The post features two images: on the left, a yellow banner for 'NutraCeuticals Group' as 'Proud Sponsors of' the 'FREE FROM FOOD AWARDS', with the text 'Best Labelling for a Free From Product'; on the right, two bags of 'CRAVE.' snacks, one 'ROCKY ROAD' and one 'KITCHEN GLEN', with the tagline 'FREE FROM SINCE DAY ONE.' and 'FREE FROM ALLERGENS FULL OF FLAVOUR.'

### More about our Sponsors

An essential part of the FFFAs, our Sponsors enable us to keep the awards accessible to everyone and allow us to collectively recognise the wider nature of the industry in which we work.

Our sponsors may have valuable services to offer you; find out more about them by clicking on their logos in the Sponsors carousel below...



The sponsor carousel includes logos for: Tesco freeFROM, Alton Free From, Creative Nature, delamere, Nuts, Digital Jen, SGS, NutraCeuticals, Thomas Frank's, IFE, International Food & Drink Awards, NUTRITION, Nishana Allergy Research Foundation, Free From Foods, Unismack, YUMBLE, cakland, n, and wa.

# The Free From Landscape – Market Insights

The global free from market is projected to have a CAGR of 9.5% for the period 2022-2027.<sup>3</sup>

Breaking £1b in 2021, the UK free from food and drink retail market continues to see strong growth, with value sales rising by 16.9% year on year<sup>1</sup>.

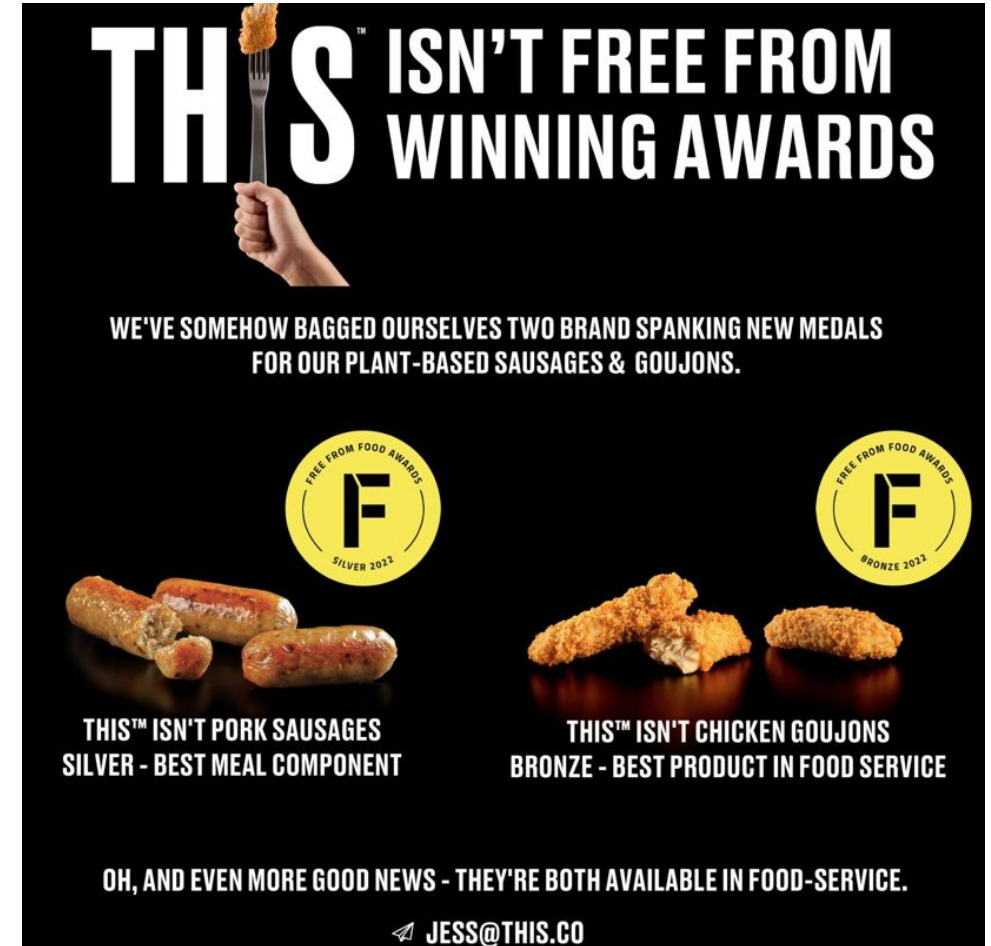
Milk & lactose free continued to outpace gluten & wheat free in 2021. With a focus on the environment and growth of plant based this trend looks set to endure.

- Brands are grappling with getting the right products & messaging to engage both allergy reactors & vegans so as to maximise the relevancy of their brand

Free from claims continue to gain share in food launches.

- More allergen free claims on brands & ranges outside of those developed for free from space - brands and manufacturers see the opportunity
- Another factor is space, retailers are going to struggle to open up additional space for free from so brands are developing outside of this space

For the 'real' free from consumers, who account for the vast majority of category sales, it's a need not a choice. Brands who understand this, and genuinely engage with this cohort, have the ability to build not only functional but emotional loyalty.



**THIS™ ISN'T FREE FROM WINNING AWARDS**

WE'VE SOMEHOW BAGGED OURSELVES TWO BRAND SPANKING NEW MEDALS FOR OUR PLANT-BASED SAUSAGES & GOUJONS.

**THIS™ ISN'T PORK SAUSAGES**  
SILVER - BEST MEAL COMPONENT

**THIS™ ISN'T CHICKEN GOUJONS**  
BRONZE - BEST PRODUCT IN FOOD SERVICE

OH, AND EVEN MORE GOOD NEWS - THEY'RE BOTH AVAILABLE IN FOOD-SERVICE.

[JESS@THIS.CO](mailto:JESS@THIS.CO)

<sup>1</sup> Mintel Free-from Foods UK – 2022

<sup>3</sup> Free-From-Food Market - Growth, Trends, Covid-19 Impact, And Forecasts (2022 - 2027) Mordor Intelligence

# The Free From Landscape – Consumer Insights

Half of UK adults report food/ingredient avoidances in their household and almost half use or buy free from food/drink.<sup>1</sup>

More than 1 in 5 of the UK population consider themselves to have a food allergy or intolerance<sup>2</sup>, with dairy being the most avoided food and dairy substitutes being the most bought and used type<sup>1</sup>.

The pandemic gave the free from sector a boost, added to which the scarcity of mainstream products prompted non-users to trial free from food and drink. 21% of current users say they started using free from during the COVID outbreak.<sup>1</sup>

Whilst safety comes first, the free from consumer is looking for an equitable experience, they have a desire to enjoy food in the same way others can, and taste is the 'top prompt' for non-users of free from products. This is about both product quality and foods to meet an occasion/need.

It's important to remember that however good a product is, allergy reactors have to have complete confidence in the safety of the product. Brands need to ensure this is considered at all stages from conception through to comms execution.

Range & ease are compelling to this audience. Shopping is already more difficult so anything to lessen this is welcomed. Although generally less price sensitive than the 'average' shopper price is a factor and can become very emotive, especially given the present rising cost of living.

Ultimately, whilst living with food allergies and/or intolerances restricts food choices it doesn't restrict the desire for great tasting food!

<sup>1</sup> Mintel Free-from Foods UK (2022)

<sup>2</sup> YouGov Understanding Food Allergies and Intolerances (2016)

**The UK has some of the highest prevalence rates of allergic conditions in the world, with over 20% of the population affected by one or more allergic disorder.**

Allergy UK, @allergy\_uk

FreeFrom Food Awards

# The Awards are continually evolving and growing!

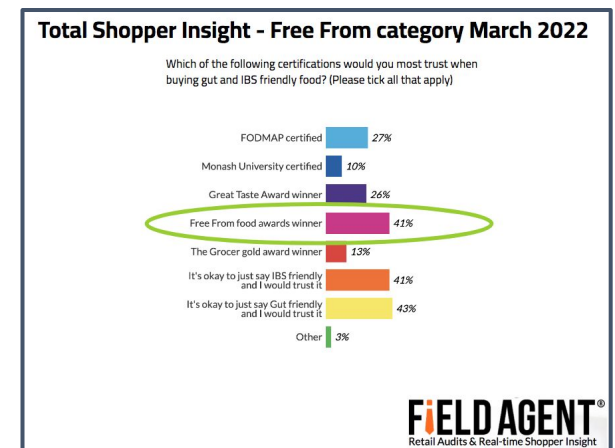
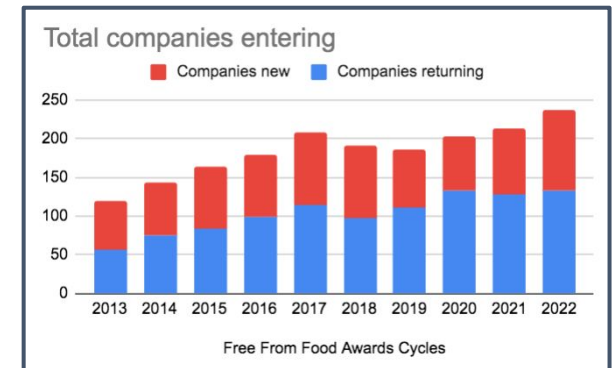
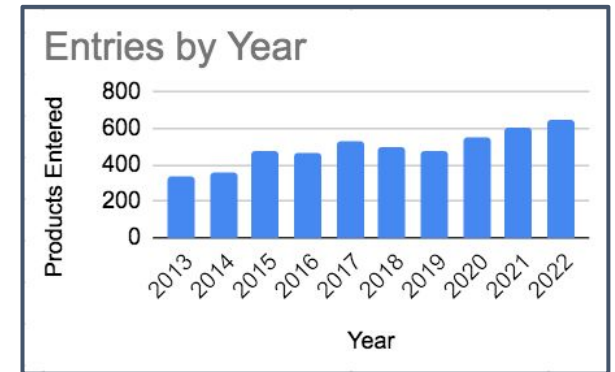
Entry to the Awards continues to grow and average YOY growth is 8%

Last year we launched our first ever Free From Christmas Awards. This awards cycle celebrates the innovation in the free from Christmas offer, and the desire of producers, suppliers and retailers to have their products recognised. It was incredibly well supported and plans are already well underway for 2022.

And this year we introduced a standalone category in our 2022 awards for Easter with key milestones built around the requirements of our entrants.

## Why do brands choose to enter the FFFAs?

- **We are unique** – we are the only UK award dedicated to free from food and drink, and as such we are a 'go to' for the free from & allergic consumer.
- **Expert judges** – every product entered gets its time in the spotlight with our carefully curated panel of experts.
- **Our eye-catching logo** – resonates with consumers, it helps them identify safe, quality products and outstrips other mainstream awards as a trusted certification
- **Feedback** – receive valuable insights on not only your entry but observations and insights on the wider category in which the product was entered.
- **Social media** – we support entrants across our social platforms which have a combined following of 16K.
- **Community** – you'll join our energetic community of free from professionals.
- **Belief in your brand** – entering shows that you believe in your product which instils consumer confidence.



# Audience Insights

For us it's about a genuine, authentic and engaged following. Our audience represents the allergen heartland, both industry & consumer and we evolve our social presence in a meaningful way.

Our website has a *dream* bounce rate of 36%, and our users' journeys show that they are staying on for an average of 2.5 minutes.



A growing email database of 500 consumers all looking for free from food and drink



**Free From Food Awards**

3,373 followers (34% increase over 12 months)



**@freefromfoodawards**

2,628 followers (73% increase over 12 months)



An active email database of over 2.5k including brands, manufacturers & retailers along with other industry professionals including dieticians, nutritionists, influencers & allergy reactors



**Free From Food Awards**

1,270 followers (70% increase over 12 months)



**@FFFoodAwards**

8,606 followers (3% increase over 12 months)



**Free From Food Business Hub**

A closed group of food & drink industry professionals combining a passion for free from with the generosity to share our knowledge and the humility to ask others to share theirs.

**"Your awards are really something different, with so much thought, and expertise and it is just so much more authentic than any others we've been to."**

Bellfield Brewery, May '22

Free From Food Awards



# Interested?

Free From Awards Sponsorship Packages*								
Type of Sponsor	From	Topline feature on webpages with company introduction	Bespoke solus email	Category affiliation	Social media on relevant owned platform	Appearance in Awards Presentation	Carousel logo with click-thru	Opportunity to join a judging panel
Headline (FFFA)	£7000	✓	✓	X	✓	✓	X	✓
Headline (FFCA)	£4000	✓	✓	X	✓	✓	X	✓
Headline (Drinks)	£3000	✓	✓	X	✓	✓	X	✓
Special - Party, Buffet (FFFA)	£3000	X	✓	X	✓	✓	✓	X
Special - Presentation (FFCA)	£2000	X	✓	X	✓	✓	✓	X
Category (FFFA)	£2000	X	✓	✓	✓	✓	✓	✓
Category (FFCA)	£1000	X	✓	✓	✓	✓	✓	✓
Award (FFFA)	£2000	X	✓	✓	✓	✓	✓	✓
Award (FFCA)	£1000	X	✓	✓	✓	✓	✓	✓
General (FFFA)	£1000	X	✓	X	✓	X	✓	X
General (FFCA)	£750	X	✓	X	✓	X	✓	X

\*Deals available for sponsoring both Awards cycles

Tailored sponsorship packages are created on a bespoke basis, as we recognise objectives and budgets will vary.

We want to get to know you and your aims, working together to create unique opportunities that best fit your brief and offer the most value to your brand.

It's very much a collaboration: we are uniquely placed to engage with industry and consumer audiences via owned digital & social channels, and our sponsors add real value.

**Contact:** Cressida Langlands, CEO, Free From Food Awards  
[cressida@freefromfoodawards.co.uk](mailto:cressida@freefromfoodawards.co.uk) – 07790869706

Additional extras	from
Featured story in the Awards Presentation	£1000
Development Insights Panel Review	£500
Features at Trade / Consumer Shows	£200

**Take the lead in a rapidly growing sector of the food industry.**

*Sponsor an award &*

**raise the profile of your company with the people who really matter.**

FreeFrom Food Awards