**KENT DIVERSIFICATION AWARD APPLICATION FORM**

**Are you a food and drink business (a farmer, grower, food producer, wholesaler, retailer or hospitality business?)

Have you diversified your business in 2020 to sustain its future?**

Please complete the short application form, adding pages and photographs in support if you wish to.

Applicants need to demonstrate how the diversification of the business has and will continue to ensure its sustainability for the future.

If you would like to talk to someone about your application, please contact the Produced in Kent team via: info@producedinkent.co.uk or tel. 01732 853170.

Please return your completed forms with any attachments to: info@producedinkent.co.uk before 5pm 7th March 2021

**Judging**

Finalists will be contacted after the closing date to arrange a follow-up meeting with the judges between 15 and 23 March 2021 – either virtual or in person – to discuss the business diversification in more detail.

Please ensure someone from the business will be available during this period

**Closing date for entries: Sunday 5pm 7th March 2021**

|  |
| --- |
| Business Name:  |
| Contact Name:  |
| Job Title:  |
| Email Address:  |
| Address:  |
| Tel:  |
| Mobile No:  |
| Type of Business:  |

**Tell us about your business – please complete all sections**

|  |
| --- |
| What was the nature of your main business before the diversification |
| *Type your answer here* |
| What is the rationale behind the diversification?  |
| *Type your answer here* |
| How has the diversification has added value to the business |
| *Type your answer here* |
| If and how has the diversification contributed to the growth of the business (in terms of Revenue, Sales, Profits, Number of employees, Number of customers) |
| *Type your answer here* |
| What are your longer-term plans with the diversification |
| *Type your answer here* |
| Any written documentation in support of the above questions will help the judges make a more informed decision – please attach separately when sending in the form |

**Please tell us why your business deserves to win the award**

|  |
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| *Type your answer here* |

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This award is supported by the Taste of Kent Awards and sponsored by NFU Mutual.

 