



## FRED RUIZ AWARD COMPLETE CONTEST RULES

**Application Deadline: Friday, August 23, 2019 at 5:00PM**

### AWARD OVERVIEW

Named in honor of Fred Ruiz, founder of Ruiz Food Products, Inc. and past California Food Expo Board Member, the Fred Ruiz Award honors companies who have the same vision and qualities that took Ruiz Foods from a small, family start-up to the largest frozen Mexican food manufacturer in the United States. Ruiz is known as a community steward as he demonstrates a unique passion for mentoring other entrepreneurs and giving back to his community.



The Fred Ruiz Award will recognize an innovative California food or beverage company whose entrepreneurial spirit matches Ruiz's hard-working nature. This company should be known among its peers as a pioneer in innovation and a steward in the community with an admirable leadership style and an extraordinary passion for giving back.

### AWARD CRITERIA

- Applications are only open to 2019 California Food Expo Exhibitors & Sponsors.
- Applying companies are operational, profitable, and demonstrates potential growth.
- Applying companies instill a corporate culture valuing innovative employee programs, community service initiatives, charitable contributions or a combination thereof.

### APPLICATION & SUBMISSION REQUIREMENTS

- Complete the online application linked below.
- Choose one (1) of the following options to include with your online application:
  - 3-5 company photos that tell the story of your company culture
  - A short video that tells the story of your company culture

### JUDGING PROCESS

There will be two official rounds of judging for this award.

- **Round One: Top 3 – 5 Applicants Identified**  
All applications will be reviewed by past recipients of the Fred Ruiz Award, who will identify the top 3-5 applicants to advance to the final round of judging.
  - All applicants will receive notification of their application status no later than Wednesday, September 2<sup>nd</sup>.
- **Round Two: Formal Interview on Monday, September 9<sup>th</sup> between 10AM – 12PM.**  
The top 3-5 applicants will be formally interviewed by a panel of food industry President's & CEO's, one of which will be a representative from the Ruiz family.

### AWARD ANNOUNCEMENT

- The award announcement will take place after the Welcome Breakfast on the morning of Tuesday, September 10<sup>th</sup>. The finalists must be in attendance for the announcement.

Click Here to Apply for the  
**FRED RUIZ AWARD**

[www.CaliforniaFoodExpo.com](http://www.CaliforniaFoodExpo.com)