



BEST OF ORGANIC MARKET AWARDS 2025

BOOMs Partnership Pack



**CELEBRATING
EXCELLENCE
IN ORGANIC**

The UK's only organic
awards, delivered by



In partnership
with:





What are the BOOM Awards?

The Best Of Organic Market (BOOM) Awards are the UK's only awards that recognise and celebrate the organic industry.

The BOOMs honour the brands, businesses and people behind the UK's organic food, farming, fashion and beauty sectors, championing innovation and celebrating those who create exceptional organic products.



Headline sponsor:
ocado



"Ocado Retail is delighted to be the headline sponsor for the BOOM Awards. We know the positive impacts of growing and consuming organic foods - for our customers, suppliers, farmers and growers - that's why we offer the largest Organic range than any other UK supermarket, and have a transformative partnership with the Soil Association."

Simon Hinks, Product Director at Ocado Retail
2025 BOOM Awards Headline Sponsor

ocado

Entries and judging process

- **Over 400 entries** across Food & Drink, Beauty & Wellbeing, Fashion & Textiles
- **Independently and impartially** judged by a team of trusted and well-known industry experts
- **300+ Food & drink** products blind tasted over 2 weeks
- **+3.4k Nominations & votes** in public vote awards

Headline sponsor:
cocado



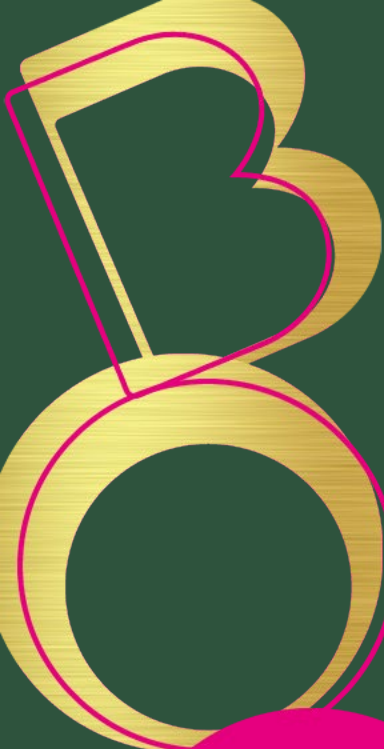
Why sponsor the BOOM Awards?

- ✓ Celebrate & support the best of the organic market
- ✓ Demonstrate leadership within the sustainability movement
- ✓ Support smaller businesses with free entry to the awards
- ✓ Develop industry connections and champion innovative businesses delivering excellence in organic



- ✓ Place your brand in front of hundreds of businesses, retailers and industry leaders
- ✓ Support The Soil Association Group's ambitious 'Organic For All' vision, working with the entire sector to make organic affordable, accessible and available to all in society

SOIL ASSOCIATION
ORGANIC



Timeline 2024-2025

Visibility for sponsors across every stage of the campaign

Headline sponsor:
cocado



Summer 2024
Announce partners



**2 Dec 2024 –
1 Feb 2025**
Entries Open



April/May 2025
Judging



July 2025
Awards Ceremony



Press & promotion
continues into Organic
September



Regular multichannel communications & press



Year-round campaign visibility



4k

Email subscribers



"The benefits that we've seen off the back of the award have been great."
- Better Food, Winner, Best of Organic Independent Retailer, 2021



"[Winning a BOOM Award] really boosted morale amongst the team."
- Dragonfly Foods, Winner, Best of Organic Vegan Products, 2021



"a fantastic way of getting your name out there, your product range there..."
- Ittracare, Winner, Best of Organic Health & Personal Care products, 2021



"Winning this BOOM Award is the highlight of my career."
- Godminster Farm, Winner, Best of Organic Large Farms (>10ha) 2021

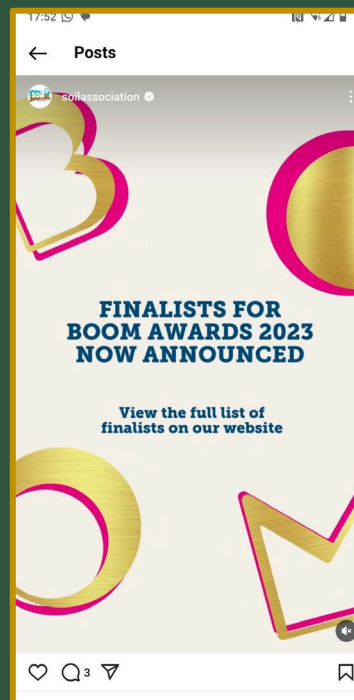
Browse the BOOM Awards categories & enter now



34k



47k



In partnership with
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Associate Sponsor



Category Sponsors



Branding across all marketing material & event collateral

31k website page views

The 2023 BOOM Awards - Entries now open!

Entries open: 1st Nov 2022 - 1st December 2022
FOR ONE MONTH ONLY!

The BOOM (Best of Organic Market) Awards are the UK's only organic awards, honouring the brands, businesses and people behind the UK organic industry.

And the 2023 BOOM Awards entries are now open!

All categories, sub-categories and related criteria are available to review on our website. You can then visit the Awardforce entry platform and submit your entry. **There are a whopping 33 awards up for grabs!** Find out more below and via our website.

Quick links:

[BOOM Awards Categories](#)
[Pricing & free entry information](#)
[Frequently Asked Questions](#)
[Terms & Conditions](#)
[ENTER NOW](#)



How your brand will benefit

- ✓ **Prominent branding** across all awards marketing material and event collateral
- ✓ Company branding across BOOMs' digital presence including **website, awards platform & email comms**
- ✓ **Social media** activity during all three phases of campaign
- ✓ **Bespoke toolkits** featuring press templates, badges & assets for use across your brand channels
- ✓ Named as BOOMs Supporting Partner on all campaign **press releases**
- ✓ **2 x FREE tickets** to the prestigious awards ceremony
- ✓ Introduction and **presentation of an award** of your choice (this is on a first come, first served basis)
- ✓ **Product sampling** opportunities

£3,500 + VAT Discounted rate for Soil Association Certification brands

£4,000 + VAT Cost for non-Soil Association Certification brands

Headline partnership opportunities also available upon request



Snapshot on media

57

pieces of media
with a press
reach of

13.4m



207k

impressions on
social with

4.9k

engagements

Headline sponsor:
cocado



31k

website page
views

Sponsor testimonials

"We were honoured to sponsor an award this year and found the experience to be most uplifting. The BOOM Awards are vital to ensure recognition of brands within the organic sector."

Natracare
(2023 BOOM Awards)

"Yarrah was delighted to sponsor the Boom Awards. These awards highlight talent in the organic food and drink industry and are great for brands to drive awareness and raise their profile."

Yarrah
(2023 BOOM Awards)

"We have sponsored the BOOMs since 2019 and have seen the Awards go from strength to strength. Aligning our brand with Soil Association Certification and celebrating the industry is a great way for us to demonstrate our core values and get product exposure at the same time!"

Rachel's Organic
(2021 BOOM Awards)

"It was great fun! My colleagues and I have nothing but praise for a really well-run event. We sponsored the BOOM Awards for two reasons: first and foremost, Huboo is a 3rd Party Logistics 'fulfilment' provider so we're always keen to raise awareness with clients. The BOOM Awards had some great organisations involved. The second reason is because we wanted to acknowledge the long-standing, trusted voice of the Soil Association – in a world of increasing 'greenwash', the Soil Association has been that benchmark of integrity for decades".

Huboo
(2023 BOOM Awards)

"It was a real pleasure! It was a fabulous high energy event that celebrated the achievements of the heroes of the organic movement with excellence!"

Ooooby
(2023 BOOM Awards)



Winner testimonials

"Thank you so much - it was a great evening - fun and very sophisticated! The canapés, food, decorations, atmosphere and music all simply outstanding. I thoroughly enjoyed it!"

Après - Food for Body and Mind
(2023 BOOM Award winner)

"A massive thank you and congratulations to you and the rest of the Soil Association team on such a wonderful event! I haven't enjoyed an awards ceremony like that for a really long time. I've been able to connect with a number of other producers to engage in future collaborations as a direct result, and we've shared thoughts and ideas too!"

Owens Coffee
(2023 BOOM Award winner)

"Total joy - thank you for inviting us. Congratulations to all the superb winners!"

Waitrose & Partners
(2023 BOOM Award winner)

"I wanted to say a big thank you for putting on such a wonderful event - we loved it, the food was incredible and of course we were delighted to get a hat-trick!"

Riverford
(2023 BOOM Award winner)



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Category list for 2025

Headline sponsor:
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Food & Drink – Now with extended categories!

Best of Organic Milk, Cream & Butter
Best of Organic Cheese
Best of Organic Yoghurt
Best of Organic Fresh Produce
Best of Organic Bakery
Best of Organic Chocolate
Best of Organic Chilled & Frozen – Savoury
Best of Organic Chilled & Frozen – Sweet
Best of Organic Fresh Meat
Best of Organic Charcuterie & Processed Meats
Best of Organic Store Cupboard Staples
Best of Organic Oils, Vinegars & Dressings
Best of Organic Preserves & Spreads
Best of Organic Home Baking

Best of Organic Cereals & Morning Goods
Best of Organic Beers
Best of Organic Ciders
Best of Organic Wines
Best of Organic Spirits
Best of Organic Tea
Best of Organic Coffee
Best of Organic Soft Drinks
Best of Organic Vegan Products
Best of Organic Free-From Products
Best of Organic Baby & Children's Food & Drink Products
Best of New Organic Food & Drink Products
Winner of Winners (WOW) Award

Beauty & Wellbeing, Fashion & Textiles

Best of Organic Cleansers
Best of Organic Serums
Best of Organic Moisturisers
Best of Organic Pregnancy & Baby Products
Best of Organic Health & Personal Care Products
Best of Organic Fashion & Textiles Products

Organic For All – New for 2025!

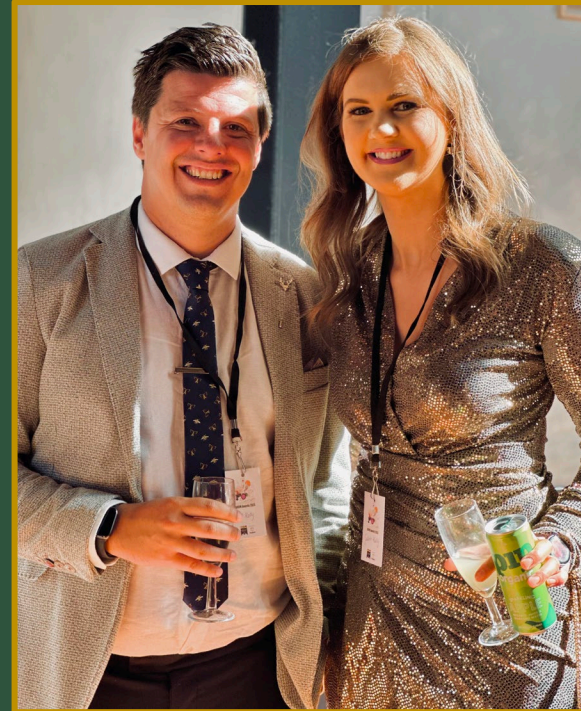
Best Organic Champion
Best Organic Supply Network
Best of Organic in a Public Setting
Best of Organic in Communities
Best Organic Retailer
Best Organic Gardener

Plus

Nation's Favourite Organic Product Award (public vote) – **Now to include Beauty & Wellbeing, Fashion & Textiles products**
Soil Association Special Contribution Award



Awards Ceremony



- ✓ Beautiful Bristol venue
- ✓ Incredible celebratory vibe!
- ✓ 230 attendees
- ✓ Delicious organic menu
- ✓ Hosted by TV presenter Andy Clarke
- ✓ Fantastic networking opportunities
- ✓ Branded goody bags

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Welcome to the BOOMs Party!



www.soilassociation.org/boomawards

boom@soilassociation.org



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