



TMAC SCORING CRITERIA / MATRIX

Category: Best Food/Drink Story

Type: Written

Description: This category focuses on the diverse world of culinary travel. Submissions should educate readers about food tourism and explore how gastronomy is deeply rooted in communities and cultures. Topics might include city walking or dining tours, local food production, foraging adventures, regenerative farm-to-table experiences, or profiles of chefs or distilleries making a difference. If you channel the spirit of Anthony Bourdain in your travel storytelling, this is your category.

Judging Considerations: While category descriptions provide general guidance, winning entries should clearly align with the specified parameters. Written stories are to be judged on words only—images, layout, and design should be disregarded, if they aren't removed already during the submission process. Judges should assign a score for each criterion (e.g., 0–5 or 0–10 points per category, with no half-points). The total possible score is 35 points. The entry with the highest cumulative score will be deemed the winner. In the event of a tie, the final decision will be determined through discussion among the judges during the final deliberation meeting.

Criteria	Points
Style & Creativity Considers originality, tone, and storytelling approach. Does the story present culinary or beverage experiences from a unique or engaging perspective? Is the tone effective, consistent, and appealing to readers? Is the language strong, evocative, or entertaining?	10
Quality of Content Evaluates the craft and structure of the piece. Is the lead compelling, and does it draw the reader in? Does the story flow logically with good transitions and organization? Is there evidence of thorough research and an effective blend of facts, anecdotes, quotes, or cultural context? Does it include essential and accurate information?	10
Impact Measures how well the story achieves its purpose. Does it succeed in entertaining, educating, or inspiring readers about culinary culture? Does it leave a lasting impression or create a desire to experience the food, drink, or culture firsthand?	10
Overall excellence Reflects the “wow” factor. Does the story stand out as exceptional within its category? Does it leave the reader with a sense of curiosity, delight, or a desire to explore further?	5
Total	35

