



PRESS RELEASE

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H-E-B ISSUES TEXAS-WIDE CALL FOR ENTRIES

Quest for Texas Best 2021 expands beyond food products

Submissions accepted February 24th – April 7th

SAN ANTONIO – Now in its eighth year, **H-E-B Quest for Texas Best** has expanded its search for the finest foods and beverages in the Lone Star State to also include non-food items. In addition to food creators and innovators, Texas-based purveyors of beauty items, toys, home goods, household necessities, gardening supplies, coolers and everything in between are now invited to join! The call for entries is now open, and **submissions will be accepted February 24th through April 7th**. Qualified participants will compete for a combined \$70,000 in cash prizes and the opportunity to feature their product on H-E-B shelves across the state.

“Through Quest, we have the opportunity to connect with even more Texas-based innovators each year, which helps us further curate rich and robust offerings for customers,” said James Harris, Director, Diversity & Inclusion and Supplier Diversity, H-E-B. “While we were unable to formally hold the competition in 2020, we still found a number of excellent companies. We look forward expanding that list with the 2021 competition.”

To prepare for Quest, participants will have the opportunity to visit with H-E-B Sourcing and Supplier Diversity leaders about product development and best practices for submitting their product during special virtual information sessions **March 2nd, 10th and 11th. Registration is required and space is limited to competitors only.** To reserve your informational meeting space, review competition details and learn more about the newest requirement – a two-minute video – please visit heb.com/quest.

Since launching the contest in 2014, H-E-B has reviewed more than 4,500 samples of the most creative and mouthwatering Texas-made food and beverages, deemed more than 750 unique products worthy of shelf placement and awarded nearly \$1 million in prize money, marketing, supplemental support and mentoring. **Interested suppliers and manufacturers can submit details about their products at heb.com/quest by April 7th for consideration.**

After the Call for Entries period is complete, H-E-B’s Business Development Managers will select the Top 20 applicants, who will present their products before a panel of judges selected by H-E-B on **August 24th-26th, 2021 at the San Antonio Food Bank**. The panel of judges will determine the top four winning products and award \$25,000 to the Grand Prize winner, the title of “Texas Best” and placement on store shelves; \$20,000 to the first-place winner; \$15,000 to the second-place winner and \$10,000 to the third-place winner.

Eligible products must not be available at any other large chain or retailer, and the vendors must be willing to sell exclusively to H-E-B. Additionally, Texas-based suppliers must also create, produce or co-pack the products in Texas.

About H-E-B

H-E-B, with sales of over \$31 billion, operates more than 400 stores in Texas and Mexico. Known for its innovation and community service, H-E-B celebrates its 115th anniversary this year. Recognized for its fresh food, quality products, convenient services and a commitment to environmental responsibility and sustainability, H-E-B strives to provide the best customer experience and lowest prices. Based in San Antonio, H-E-B employs over 135,000 Partners in Texas and Mexico and serves millions of customers in more than 300 communities. For more information, visit HEB.com and HEB.com/Newsroom.