

## **UK Soft Drink Awards 2025 categories**

### **Best Carbonated Drink**

Any beverage that is carbonated.

### **Best Dilutable Product**

Any product that requires diluting before consumption.

### **Best Fruit/Juice Product**

Any beverage where the main ingredient/base is fruit.

### **Best Protein Drink**

Any beverage that has the addition of protein as an ingredient.

### **Best Low/No Sugar Drink**

Any beverage with reduced sugar, no sugar or no added sugar beverage are acceptable as long as sugar is naturally derived.

### **Best Low/No Alcohol Drink**

Any beverage officially listed as a reduced alcohol drink. Drinks with more than 0.5% ABV are not acceptable as in line with UK guidelines.

### **Best Plant-based Drink**

Any beverage where all ingredients are vegan/plant-based.

### **Best Sports/Energy Drink**

Any beverage with the addition of energy, hydration or performance enhancing ingredients.

## Best Functional Drink

Any beverage with additional ingredients that provide a health-related benefit. This includes vitamins, probiotics, protein.

## Best Premium Drink

Any beverage that showcases small batch, artisan and/or luxury ingredients or branding.

## Best Wellness Drink

Any beverage that provides a health benefit. This includes both mental and physical health, including stress and relaxation beverages.

## Best Natural/Organic Drink

Any beverage where the ingredients are naturally derived or free from artificial additives or preservatives.

## Best in Can

Any beverage sold in a metal can packaging.

## Best in PET

Any beverage sold in PET/plastic packaging; this also includes recyclable alternatives to plastic.

## Best Packaging/Label Design

Any beverage product where the packaging/branding is a standout factor of the products success.