

## World Dairy Innovation Awards 2023

### Best Products 2023

#### Artisan dairy

Products of limited production or produced as limited quantities or by traditional methods. Products that require specific knowledge or skill during the production are also acceptable.

#### Butter/dairy spread

Any dairy product defined as butter or dairy spread.

#### Cheese

Any dairy product defined as cheese.

#### Children's dairy product

Any dairy product that is specifically designed for infant/child consumption.

#### Dairy alternative

Any product that replaces an original dairy product for a non-dairy alternative.

#### Dairy dessert/confectionery

Any dairy dessert/sweet product (excluding yogurts and ice creams).

#### Dairy drink

Any liquid/drinkable dairy product.

#### Dairy protein product

Any dairy product with high protein or health benefits.

#### Dairy snack

Any dairy product that can be eaten in small consumption, between meals or on the go.

#### Ice cream/frozen yogurt

Any frozen dairy product defined as ice-cream or yogurt.

#### Yogurt

Any dairy product defined as yogurt.

#### Functional dairy

Any dairy product that has an additional benefit besides its intended consumption

## Best Innovations 2023

### Dairy alternative innovation

Product, technology, or concept that shows the introduction of alternatives or changes to an original dairy product.

### Intolerance-friendly innovation

Dairy product, technology or concept that shows the introduction of intolerance-friendly changes to an original.

### Manufacturing/technology innovation

Manufacturing/technology product, system or concept that shows the introduction of new ideas or changes to an original

### Cell-based innovation

A cell-based product, technology or concept within dairy industry that shows the introduction of new ideas or changes to an original.

## Best of Business 2023

### Marketing campaign

A PR or marketing-based campaign that has the purpose of advertising a product, business, or concept within the dairy industry. Campaign must have been live/active within the last 14 months to be valid.

### New/start-up business

Young businesses within early/concept stages of development, within the dairy industry.

### Packaging design

Dairy packaging submitted and judged on design, appearance, and concept, not the product it represents.

### CSR/sustainability initiative

Companies that show responsibility for society and sustainable business practices, entries are judged on a singular initiative/concept.