

# World Coffee Innovation Awards 2024

## Best Product

### Automatic Coffee Machine

Any automatic machine product, technology or concept defined as having a benefit that also shows the introduction of new ideas or changes to an original.

### Barista Tool/Equipment

Any product, technology or concept that assists/aids the Barista's production of coffee.

### Coffee Capsule/Pod

Any coffee capsule/pod product that shows the introduction of new ideas or changes to an original.

### Coffee Flavouring Product

Any product used to add additional flavouring to a coffee product. Including but not limited to chocolate powders, syrups, sugars.

### Cold Brew Product

Any coffee product produced using water at cold temperatures or traditional/innovative cold brewing methods.

### Functional Coffee

Any coffee product that includes the addition of an ingredient proving functional/wellness benefits.

### Low/no Caffeine Product

Any hot beverage product with lowered or no caffeine. Including but not limited to chai, matcha and spiced powders, caffeine free coffee.

### Manual Coffee Machine

Any traditional/manual machine product, technology or concept that shows the introduction of new ideas or changes to an original.

### Milk Alternative

Any barista milk alternative.

### Ready-to-drink Product

Any ready to drink or convenience coffee-based product.

## **Best Innovation**

### **Brewing Innovation**

Any coffee brewing product, system, technology or concept that shows the introduction of new ideas or changes to an original.

### **Packaging Innovation**

Any coffee packaging that shows the introduction of new ideas or changes to an original. Including but not limited to cups, lids, bags, pumps, and filters.

### **Roasting Innovation**

Any concept, product, system, or technology that follows coffee processing and occurs before coffee brewing. Can consist of sorting, roasting, cooling, and packing.

### **Technology Innovation**

Any coffee related product, technology, system or concept that shows the introduction of new ideas or changes to an original.

### **Water Filter Innovation**

Any water filtration product, technology, system or concept that shows the introduction of new ideas or changes to an original.

## **Best Business**

### **Ethical Initiative**

Companies that show responsibility for ethical or fair-trade business practices, entries are judged on a singular initiative/concept.

### **New/start-up Business**

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

### **Sustainability Initiative**

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