

World Beverage Innovation Awards 2024

Best Products 2024

Alcohol beverage

Any beverage product that has an alcohol percentage.

Beverage concept

Any beverage product innovation that is related to a theme or style.

Functional beverage

Any beverage product that provides additional benefits to the main product purpose.

Low/no alcohol beverage

Any beverage product that shows the innovation benefit to reduced/no alcohol.

Natural/ organic beverage

Any beverage product that has natural/organic ingredients.

Plant-based beverage

Any vegan or plant-based beverage product.

Premium beverage

Any beverage product labelled or marketed as premium or has an established brand name.

Energy beverage

Any beverage product with additional energy enhancing ingredients.

Craft beverage

Any beverage product made independently, traditionally or in small quantities.

Beverage system

Any beverage technology, concept or system that provides beverages to the customer. This can include systems used by services and not limited to self-service systems.

Ready-to-drink beverage

Any beverage product that is prepared in advance and sold with no preparation for the consumer.

Best Packaging 2024

Glass design

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

Metal design

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

Packaging design

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

Best Innovations 2024

Manufacturing/processing innovation

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

Packaging innovation

Beverage packaging that shows the introduction of new ideas or changes to an original.

Technology innovation

Beverage technology, or concept that shows the introduction of alternatives or changes to an original.

Health/wellness innovation

Beverage product, technology or concept that shows the introduction of health/wellness benefit changes to an original.

Ingredient innovation

Beverage ingredient, technology or concept that shows the introduction of new ideas or changes to an original.

Best of Business 2024

Marketing campaign

A PR or marketing-based campaign that has the purpose of advertising a product, business, or concept within the beverage 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 beverage industry.

CSR/sustainability initiative

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