

World Beverage Innovation Awards 2025

Welcome to the World Beverage Innovation Awards 2025! This prestigious program celebrates the year's exciting developments across global the beverage industry. From groundbreaking products and innovative packaging to cutting-edge technologies and impactful business initiatives, these awards celebrate excellence across a diverse range of categories.

We encourage you to explore the following category descriptions and examples to identify the best fit for your innovative products and initiatives.

Should you have any questions about category eligibility or require further assistance, please do not hesitate to contact us via email at awards@foodbev.com.

Best Products 2025

Alcohol beverage

Beverages which contain alcohol.

Example: Beers, wines, spirits, ciders, ready-to-drink cocktails, hard seltzers etc.

Beverage concept

Any beverage product that is related to an individual theme or style and is not yet fully launched.

Example: Beverage ideas focusing on unique themes, flavours, ingredients, or target audiences.

Beverage system

Technologies, systems, or concepts for delivering or preparing beverages before consumption.

Example: Smart dispensing machines, at-home beverage makers, serving solutions, service, self-service systems, etc.

Dairy beverage

Beverages that contain dairy or where the main ingredient is dairy.

Example: Yogurt drinks, milkshakes, kefir, milk etc.

NEW Dilutable Beverage

Beverage concentrates that require dilution before consumption.

Example: Squashes, cordials, syrups, powders, mixes etc.

Energy beverage

Beverages with additional energy enhancing ingredients.

Example: Energy drinks with natural or artificial stimulants, sports drinks for performance, energy boosting wellness drinks etc.

Functional beverage

Beverages offering additional health or wellness benefits beyond its main purpose.

Example: Drinks with added vitamins, minerals, probiotics, other health-benefitting ingredients etc.

Low/no alcohol beverage

Beverages with reduced or zero alcohol, dependent on the manufacturing country's laws and definitions on 'low or no' alcohol.

Example: Low alcohol or alcohol-free beers, wines, and spirits etc.

Natural/organic beverage

Beverages made with natural and/or organic ingredients.

Example: Juices, teas, or other drinks made with natural or organic ingredients.

Plant-based beverage

Vegan or plant-based beverages.

Example: Oat milk, almond milk, soy milk, coconut water, plant-based protein shakes, drinks with plant-based ingredients etc.

Premium beverage

High-end or luxury beverages offering quality ingredients and/or consumer experience. Beverages labelled or marketed as premium or has an established brand identity.

Example: High-end spirits, craft sodas, specialty teas or coffees, etc.

Ready-to-drink beverage

Beverages ready for immediate consumption with no preparation.

Example: Bottled sodas, iced teas and coffees, pre-mixed cocktails, single-serve juices etc.

Best Packaging 2025

Glass design

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

Example: Containers, multipacks, accessories etc. that are primarily made with glass.

Metal design

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

Example: Containers, multipacks, accessories etc. that are primarily made with metal.

Packaging design

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

Example: Containers, multipacks, accessories etc. that are primarily made with glass.

Sustainable packaging

Sustainable packaging solutions and containers that minimise environmental impact. Judged on the overall packaging concept/solution, not the product it represents. Packaging must have sustainable/environmental certification.

Example: Containers, multipacks, accessories etc. that are recyclable, biodegradable, or made from plant-based materials.

Best Innovations 2025

NEW Component/Equipment Innovation

Innovative components, machinery, or equipment used in the production of beverages. Not the full beverage production system.

Example: Installations or machinery for fermentation and storage, measurement systems, seals, pumps, valves, pipeline and pigging systems, sensors, etc.

NEW Filling/Packing Innovation

Advancements in technologies and equipment specifically for beverage filling and packing.

Example: Aseptic systems, cleaning, filling, sealing, sorting, monitoring, inspection, finishing, packing and unpacking, robotics and conveyor machines etc.

Health/Wellness Innovation

Beverage products, ingredients, technologies, or concepts that target health and wellness benefits.

Example: Beverages with health benefits, ingredients promoting wellness, technologies enhancing nutritional value etc.

Ingredient Innovation

Ingredient product, technology, or concept.

Example: Raw materials, colourings, additives, preservatives, functional compounds, and treatment agents for final products.

NEW Packaging/Labelling Innovation

Novel and innovative approaches to packaging materials, formats, labelling, and designs.

Example: Packaging or labelling materials, accessories, closures, containers, decoration, finishing, marking and identification, digital direct printing etc.

NEW Processing/Production Innovation

Novel and innovative technologies and methods that improve the efficiency, sustainability, or quality of beverage processing and/or production.

Example: Beverage complete systems, and advancements in specific production processes for treatment, beverage manufacturing, stabilization, thermal processes, preservation, hygiene & safety etc.

Technology Innovation

Innovative technologies that improve the beverage lifecycle.

Example: Physical or digital technologies.

Best Business 2025

CSR/Sustainability Initiative

Impactful corporate social responsibility programmes and/or sustainability business practices.

Example: Initiatives focusing on reducing environmental impact, ethical sourcing, community engagement etc.

NEW Logistics/Supply Chain Solution

Technology solution or concept to improve the beverage supply chain.

Example: Palettes and load carriers, order picking equipment, storage systems, transport vehicles, loading and unloading equipment, transportation, warehousing, inventory management, distribution etc.

Marketing Campaign

PR or marketing campaigns to promote beverage brands, products, or concepts. Campaign must have been live/active within the last 14 months to be valid.

Example: Social media, product launches, advertisements, affiliate marketing, rebranding, UGC, season push etc.

New/Start-Up Business

New beverage businesses or start-ups within early/concept stages of development.

Example: Companies that are in early developmental/concept stages, introducing themselves to the market, emerging to new markets etc.