

WORLD FOOD INNOVATION AWARDS 2025

Best Product 2025

Best Artisan product

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

Bakery product

Any savory or sweet food product made from dough or batter that requires baking before consuming, including any baker's confectionery products.

Children's/baby product

Any food product that is specifically designed for infant consumption.

Best Confectionery product

Any sugar-based confectionaries, products can include but are not limited to caramels, chocolates, fondants, fudges, candy, jellies, marzipan. Innovative alternatives to confectionery sugar will also be accepted if the product is marketed as one of the previously mentioned products.

Best Snack product

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

Best Low or no product

Products featuring a specific benefit to having 'small' amounts of, or none of a particular ingredient/nutrient.

Natural/organic product

Food product that is produced without the use of synthetic chemicals or is naturally grown without the use of GMOs. This also includes fresh foods as well as organic processed foods.

Best Dairy product

Any food product where the main ingredient/focus is dairy, products must have been produced from an animals produce.

Best Plant-based product

Any food product that is vegan.

Best Chilled/frozen product

Food products must require refrigeration or freezing during storage, products that require cooking or heating before consumption are not valid. Products can include deli, chilled snacks, chilled desserts, frozen desserts, etc.

Best Meat/poultry product

Products where the main ingredient/focus is meat or poultry.

Best Seafood product

Any product where the main ingredient/focus is fish or shellfish.

Best Functional product

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

Best Innovations 2025

Drink innovation

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

Food innovation

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

Ingredient innovation

Ingredient that shows the introduction of new ideas or changes to an original

Health innovation

A product, technology or concept related to health benefits within the food and beverage industry that shows the introduction of new ideas or changes to an original

Technology innovation

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

Best Business 2025

Marketing campaign

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

Packaging design

Food and beverage 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.

Foodservice initiative

A product, technology or concept that is designed for the catering/foodservice industry, entries are judged on a singular initiative/concept.