

World Plant-Based Innovation Awards 2025

Best solutions

Allergen-free solution

Product innovations providing a substitute for common allergens for safe consumption.

Example: Nut-free, gluten-free

Egg solution

Product innovations providing a substitute for egg or egg-derived products.

Example: plant-based eggs, plant-based mayonnaise

Fat solution

Product innovations providing a substitute for animal-based fats/oils.

Example: plant-based fats, plant-based lard

Fermented solution

Product innovations that feature a fermenting process.

Example: Kimchi, tofu

Foodservice solution

Plant-based products, innovation or concepts that can be developed by foodservice professional to provide a plant-based menu option.

Functional/health solution

Plant-based product innovations that provide additional health or wellness benefits beyond its main purpose

Example: Nootropics, vitamin-enriched products

Meat solution

Product innovations providing a substitute for meat or meat-based products.

Example: plant-based jerky/biltong, plant-based chicken

Protein solution

Product innovations providing a substitute for common protein sources.

Seafood solution

Product innovations providing a substitute for fish or seafood-based products.

Best Innovation

Aroma innovation

Plant-based innovations which shows the introduction of new ideas or changes to an original relating to the sense of smell.

Colour innovation

Plant-based innovations which shows the introduction of new ideas or changes to an original relating to the aesthetic colour of the product.

Flavour innovation

Plant-based innovations which shows the introduction of new ideas or changes to an original relating to the sense of taste.

Packaging innovation

Any plant-based packaging that shows the introduction of new ideas or changes to an original. Including but not limited to cartons, bottles, jars or sealed containers

Production/manufacturing innovation

Plant-based innovations which shows the introduction of new ideas or changes to an original relating to the production or manufacturing process.

Replication/imitation innovation

Plant-based innovations which shows the introduction of new ideas or changes to an original relating to the replication of its animal-based counterparts. Such as bones, wings, legs or the shape of the product replicating.

Sustainable/upcycled innovation

Plant-based innovations which shows the introduction of new ideas or changes to an original relating to sustainability or how something can be reused or innovated into a new product.

Technology innovation

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

Texture innovation

Plant-based innovations which shows the introduction of new ideas or changes to an original relating to the consistency and taste experience.

Best Business

Branding/packaging design

Plant-based product packaging submitted and judged on design, appearance, and concept, not the product it represents.

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.

Marketing/partnership campaign

PR, marketing or collaborative campaigns to promote plant-based 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.

Start-up/new 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.