

## **Artisan dairy**

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

## **Butter/dairy spread**

Any dairy product defined as butter or dairy spread.

## **Cheese**

Any dairy product defined as cheese.

## **Children's dairy product**

Any dairy product that is specifically designed for infant/child consumption.

## **Dairy alternative**

Any product that replaces an original dairy product for a non-dairy alternative.

## **Dairy dessert**

Any dairy dessert/sweet product (excluding yogurts and ice creams).

## **Dairy drink**

Any liquid/drinkable dairy product.

## **Dairy protein product**

Any dairy product with high protein or health benefits.

## **Dairy snack**

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

## **Ice cream/frozen yogurt**

Any frozen dairy product defined as ice-cream or yogurt.

## **Yogurt**

Any dairy product defined as yogurt.

## **Functional dairy**

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

## **Dairy alternative innovation**

Product, technology, or concept that shows the introduction of alternatives or changes to an original dairy product.

## **Intolerance-friendly innovation**

Dairy product, technology or concept that shows the introduction of intolerance-friendly changes to an original.

## **Manufacturing/technology innovation**

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

## **Health innovation**

A dairy product, technology or concept that shows the introduction of new ideas or changes to an original to support human health and wellbeing.

## **Marketing campaign**

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

## **Packaging design**

Dairy 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.