

World Beverage Innovation Awards 2023

Best Products 2023

Alcohol beverage

Any beverage product that has an alcohol percentage.

Beverage concept

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

Dairy beverage

Any beverage product that contains dairy or main ingredient is dairy based.

Functional beverage

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

Infusion/botanical beverage

Any beverage product that has a naturally derived component added or infused.

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.

Sparkling beverage

Any carbonated beverage product.

Sports/energy beverage

Any beverage product with additional energy enhancing ingredients.

Best Packaging 2023

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.

Bio-based packaging

Beverage packaging submitted and judged on the innovation of design or function. And shows the introduction of alternatives or changes to an original packaging. Packaging must be environmentally based.

Packaging design

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

Best Innovations 2023

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 2023

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.