

InnoBev Awards instructions

Below are details for all categories at the InnoBev Awards 2017. In order to ensure equal representation, please try to stick to the submission guidelines as well as you can. All **electronic material submissions are to be e-mailed to Emilie Odin at eodin@zenithglobal.com no later than Friday 31 March 2017**. Please e-mail Emilie for any questions/queries you may have about submissions or category definitions.

Categories

1. Best aqua drink

This category is open to

Any packaged still/sparkling water/plant-water based drink with added flavour/juice/enhancement. This includes, but is not limited to, all flavoured, functional and plant waters.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission of the water
- **How:** Market gap analysis/product differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your product is the most innovative/exciting product in this category and what makes you stand out

What judges will be asked to consider

- Innovation of concept and product development
- Product differentiation
- Strength of brand

What, how and when to submit

Please submit your PPT presentation/case of no more than two slides AND at least one high resolution product/pack shot in JPEG or PNG no later than 31 March 2017 via e-mail or, preferably, using WeTransfer.com to eodin@zenithglobal.com.

2. Best juice drink

This category is open to

Any still or sparkling drink with a juice content of 5-100%. This includes, but is not limited to, fruit/vegetables juices/smoothies. Drinks may contain added sugar or be limited to natural fruit/vegetable sugars.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission of the product
- **How:** Market gap analysis/product differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your product is the most innovative/exciting product in this category and what makes you stand out

What judges will be asked to consider

- Innovation of concept and product development
- Product differentiation
- Strength of brand

What, how and when to submit

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3. Best low calorie drink

This category is open to

Any packaged non-alcoholic beverage containing “no more than 40 calories for a given reference amount (except sugar substitutes)”¹. These may be unsweetened or sweetened with sugars, artificial or natural sweeteners.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission of the product
- **How:** Market gap analysis/product differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your product is the most innovative/exciting product in this category and what makes you stand out

What judges will be asked to consider

- Innovation of concept, flavour combinations, use of sweetening agents and product development
- Product differentiation

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¹ As defined by FDA: <http://caloriecontrol.org/what-the-labels-mean/>

4. Best children's drink

This category is open to

Any packaged beverage aimed at children/younger consumers, with the target audience being aged 15 or younger.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission of the product
- **How:** Market gap analysis/product differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your product is the most innovative/exciting product in this category and what makes you stand out

What judges will be asked to consider

- Innovation of concept, use of sweetening agents and product development
- Product differentiation
- Brand appeal relevant to target audience

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5. Best adult drink

This category is open to

Any packaged non-alcoholic beverage aimed at adults (18 years+). This may include, but is not exclusive to, premium and craft drinks, tonics as well as mixers.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission of the product
- **How:** Market gap analysis/product differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your product is the most innovative/exciting product in this category and what makes you stand out

What judges will be asked to consider

- Innovation of concept and product development
- Product differentiation
- Brand appeal relevant to target audience

What, how and when to submit

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6. Best coffee drink

This category is open to

Any packaged hot or cold coffee or coffee drink. This includes, but is not limited to, instant coffee solutions, ready-to-drink coffees such as cold-brewed coffees and on-the-go coffee drinks.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission of the product
- **How:** Market gap analysis/product differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your product is the most innovative/exciting product in this category and what makes you stand out

What judges will be asked to consider

- Innovation of concept and product development
- Product differentiation

What, how and when to submit

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7. Best tea drink

This category is open to

Any packaged hot or cold tea or tea drink. This includes, but is not limited to, loose or packaged tea leaf solutions, ready-to-drink teas such as cold-brewed teas and iced teas.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission of the product
- **How:** Market gap analysis/product differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your product is the most innovative/exciting product in this category and what makes you stand out

What judges will be asked to consider

- Innovation of concept and product development
- Product differentiation

What, how and when to submit

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8. Best craft drink

This category is open to

Any packaged beverage crafted in small batch outputs with an artisan appeal.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission of the product
- **How:** Market gap analysis/product differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your product is the most innovative/exciting product in this category and what makes you stand out

What judges will be asked to consider

- Innovation of concept and product development
- Product differentiation
- Flavour innovations
- Authenticity and strength of craft expression
- Brand impact

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9. Best dairy drink

This category is open to

Any packaged dairy-based or dairy alternative drink. This includes, but is not limited to, yogurt drinks, milk drinks, ayran, doogh and kefir made from animal or plant-based milks.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission of the product
- **How:** Market gap analysis/product differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your product is the most innovative/exciting product in this category and what makes you stand out

What judges will be asked to consider

- Innovation of concept and product development
- Product differentiation
- Flavour innovations

What, how and when to submit

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10. Best functional drink

This category is open to

Any packaged still or sparkling beverage with specified added functional benefit. Examples of functional drinks include energy drinks, relaxation drinks, vitamin drinks, sports and rapid re-hydration drinks, probiotic drinks and hangover cures.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission of the product
- **How:** Market gap analysis/product differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your product is the most innovative/exciting product in this category and what makes you stand out

What judges will be asked to consider

- Innovation of concept and product development
- Product differentiation
- Flavour innovations
- Credibility/viability of health claims

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11. Best new drink concept

This category is open to

Anyone in the non-alcoholic beverage space who wants to be acknowledged for innovation of their product, technology or a concept.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission
- **How:** Market gap analysis/differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your entry should be celebrated for its innovation and contribution

What judges will be asked to consider

- Innovation of concept
- Product/initiative differentiation

What, how and when to submit

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12. Best new packaging solution

This category is open to

Anyone with an innovative packaging solution for beverages for which they wish to be celebrated. Examples of innovations include interactive packaging, new or alternative packaging materials and sustainable packaging solutions.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission
- **How:** Market gap analysis/differentiation (what problem/need does the product solve/satisfy?)
- **Where:** Where this packaging can be found (if relevant/significant)
- **Why** your entry should be celebrated for its innovation and contribution

What judges will be asked to consider

- Innovation of concept
- Product/initiative differentiation

What, how and when to submit

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13. Best packaging design

This category is open to

Anyone with innovative and exciting packaging design for beverages for which they wish to be celebrated. Examples of designs include interactive packaging, artistic or otherwise unique label design, innovative bottle shapes.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission
- **How:** Market gap analysis/differentiation
- **Where:** Where this design can be found (if relevant/significant)
- **Why** your entry should be celebrated for its design

What judges will be asked to consider

- Innovation of concept
- Product/initiative differentiation
- Design appearance

- On pack communication

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14. Best closure innovation

This category is open to

Anyone with innovative and exciting closure design for beverages for which they wish to be celebrated. Examples of designs include interactive packaging, artistic or otherwise unique closure design or closures with functional or practical applications.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission
- **How:** Market gap analysis/differentiation
- **Where:** Where this design can be found (if relevant/significant)
- **Why** your entry should be celebrated for its design and/or innovation

What judges will be asked to consider

- Innovation of concept
- Product/initiative differentiation
- Design appearance

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15. Best sustainability initiative

This category is open to

Players in the beverage industry with a social or environmental sustainability initiative for which they wish to receive recognition. Initiatives must display elements of corporate citizenship, doing well by doing good, environmental pioneering or corporate social responsibility including material reduction, waste reduction, water footprint reduction, energy saving and consumer engagement..

We recommend including the following information (where applicable/ relevant)

- Vision and mission
- **How** the campaign/initiative was carried out
- **What:** Results, impact and changes made – ideally giving an idea of achievements relative to money/time/resource input
- **Why** your entry should be celebrated

What judges will be asked to consider

- Innovation of initiative and resourcefulness
- Impact of the campaign relative to the input (time, money, other resources)

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16. Best marketing including social media

This category is open to

Players in the beverage industry with a marketing and/or social media campaign for which they wish to receive recognition.

We recommend including the following information (where applicable/ relevant)

- Vision and mission
- **How** the campaign/initiative was carried out
- **What:** Results – ideally giving an idea of achievements relative to money/time/resource input
- **Why** your entry should be celebrated

What judges will be asked to consider

- Innovation of campaign
- Campaign design and vision
- Impact of the campaign relative to the input (time, money, other resources)

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17. Best new brand or brand extension

This category is open to

Players in the beverage industry with a new brand or a brand/portfolio extension for which they wish to be recognised. The official launch of the brand/brand extension must be no earlier than December 2015.

We recommend including the following information (where applicable/ relevant)

- **What:** Vision and mission
- **How:** Market gap analysis/differentiation
- **Where** your product is sold, developed, sourced from and why
- **Why** your entry should be celebrated for its innovation and contribution

What judges will be asked to consider

- Innovation of branding
- Strength of brand expression
- Differentiation
- Potential for developing a new category or providing added choice to consumers

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18. InnoBev Gold Award

This award is given to a category winner of one of the previous 17 categories for their outstanding contribution to innovation in the beverage industry. The winner will be chosen by the awards judges. It is not possible to enter this category specifically.