



Guidelines for entrants

We are delighted that you are planning to enter this year's InnoBev Awards.

This document contains entry instructions and guidelines to help you maximise your chances of winning by ensuring you submit the correct information regarding your product, service, innovation or initiative.

Please follow the submission guidelines as closely as possible.

All submissions are to be emailed to awards@zenithglobal.com by **Friday, 22 March 2024**. For large files, we suggest using a file sharing platform such as www.wetransfer.com. We will confirm receipt of your entry submission by email.

For any questions or queries regarding the awards, please contact awards@zenithglobal.com.

Thank you for taking part. We wish you the best of luck!

THE AWARD CATEGORIES

- Best Dairy Drink
- Best Functional Drink
- Best Low/No Sugar Drink
- Best Low/No Alcohol Drink
- Best Plant-based Drink
- Best Premium Drink
- Best Sports/Energy Drink
- Best Wellness Drink
- Best in Can
- Best in Carton
- Best in Glass
- Best in PET
- Best Packaging/Label Design
- Best Marketing/Social Media Campaign
- Best Technology Innovation
- Best New Brand
- Best Brand Extension
- Best New Drink Concept

Products can be entered into multiple categories.

If you enter 3 categories, the fourth entry is **free**.

ENTRY CRITERIA

All products entered must have been launched, created or rebranded from January 2022 onwards.

Products that are not yet in the market can still be entered as long as they are in their prototype/packaging stage by the closing date of this awards program.

For each category entry, you are required to submit the following only:

- A 200-word description of why your product deserves to win in its category
- Two high-resolution product images

*Text should be submitted in a word/text document and images as JPEG or PNG files.
Please ensure all entry files clearly identify the category they correspond to.*

For the category 'Best Marketing or Social Media Campaign' you are invited to send an additional 1-page document to include any video content or imagery relating to the entry.

Please note that we are not taking any product samples for this awards scheme.

Below are some **ideas and recommendations** for what you may wish to include in your 200-word description. For all categories, you may wish to consider including the following:

What: Vision and mission of your 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 it stand out

CATEGORIES

Best Dairy Drink

- Recognises outstanding innovations in dairy-based beverages, milk-based drinks, yoghurt drinks or other dairy infused beverages. *

Best Functional Drink

- Highlights beverages designed to offer specific health or functional benefits that go beyond basic hydration, such as added vitamins, probiotics or other functional ingredients that deliver a unique proposition to consumers. *

Best Low/No Sugar Drink

- Celebrates beverages that excel in reducing sugar content or providing a sugar-free alternative.*

Best Low/No Alcohol Drink (no more than 0.5% ABV)

- Acknowledges the best non-alcoholic or low-alcohol beverages (no more than 0.5% ABV) which are positioned as a favourable alternative to alcoholic beverages and deliver a unique proposition to consumers. *

Best Plant-based Drink

- Recognises excellence in plant-based beverages, including those made from ingredients such as nuts, grains, seeds, or other plant sources, or those that act as a plant-based alternative to animal products. *

Best Premium Drink

- Celebrates beverages positioned as premium offerings, often characterised by high-quality ingredients and craftsmanship, unique flavour profiles, or luxury branding/packaging. *

Best Sports/Energy Drink

- Recognises beverages formulated to boost energy, hydration or performance during physical activity. This may include energy enhancing ingredients. *

Best Wellness Drink

- Focuses on beverages promoting overall wellness, through immune support, stress relief, relaxation or other health-centric benefits. *

**You may wish to highlight flavour combinations, points of differentiation, added value, market impact, packaging design and brand appeal to target audience. **

Best in Can, Carton, Glass and PET

- Recognises excellence and innovation in packaging design within respective material categories, considering innovation, sustainability and consumer appeal. You may wish to

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highlight how your product differentiates itself from other products in the same format, as well as the benefits of choosing to package your product in this format. We are looking for innovation of concept, as well as commercial/market impact.

Best Packaging/Label Design

- Acknowledges outstanding creativity and effectiveness in beverage packaging and label design, that measurably improve consumer convenience, usability, reduction of waste material and showcase innovative brand design. You may wish to include how the packaging has been utilised, it's brand appeal relevant to the target audience and how it stands out from competitors in the same categories. The packaging/label design needs to effectively communicate the ingredients and benefits of what is inside.

Best Marketing/Social Media Campaign

- Recognises the most impactful and innovative marketing campaigns, activations, promotions, print, digital, or point-of-sale campaigns that entertain, raise awareness or educate, demonstrate originality and promote the brand or specific products. *You are welcome to send a one-page document of additional video content and imagery to help illustrate your marketing message.*

Best Technology Innovation

- Honors innovative technological advancements in the production, formulation, or delivery of beverages. This includes innovations that offer new technologies that save time or money in beverage manufacturing, change the way in which consumers access and consume beverages, improve packaging line efficiency and safety, improve tracking through smart technology, or improve environmental sustainability criteria.

Best New Brand

- Celebrates the most promising new beverage brand that has made a significant impact in a short time period, that clearly communicate benefits – from nutrition, health, functionality, or superior refreshment - and have delivered a unique proposition either through innovative ingredients or packaging, environmental sustainability, clean label, or ethical behaviour.

Best Brand Extension

- Acknowledges successful brand extensions or line expansions that clearly communicate benefits – from nutrition, health, functionality, or superior refreshment - and have delivered a unique proposition either through innovative ingredients or packaging, environmental sustainability, clean label, or ethical behaviour.

Best New Drink Concept

- Recognises innovative and forward-thinking beverage concepts and product differentiation that may challenge traditional norms or introduce entirely new drinking experiences or a new product category to extend consumer choices.