



## ENTRY GUIDELINES

We are delighted to hear that you will enter this year's Beverage Digest Awards!

All submissions must be emailed to [awards@beverage-digest.com](mailto:awards@beverage-digest.com) no later than **Friday, November 5, 2021**.

For larger files, we suggest sending the documents via WeTransfer ([www.wetransfer.com](http://www.wetransfer.com)).

## THE AWARD CATEGORIES

There are 12 categories for this year's awards:

- Best Low/No Sugar Drink
- Best Premium Drink
- Best RTD Functional Drink
- Best Powdered Functional Drink\*
- Best CBD/Hemp Drink
- Best Hard Seltzer
- Best New Drink Concept
- Best New Brand
- Best Brand Extension
- Best Packaging/Label Design
- Best Technology Innovation
- Best Marketing or Social Media Campaign

An "entry" is one product entered into a single category. A product can be entered into multiple categories.

\*Powdered beverages include tablets and other dissolvable forms.

## ENTRY CRITERIA

All products entered must have been launched, created or rebranded no earlier than January 2019.

Pre-launch Products **are** eligible if they are in prototype/packaging stage by **October 22, 2021**.

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

- **200-word description** of why your product deserves to win
- **Two high-resolution product images** (JPEG and PNG files only)

**Note:** 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.

## Ideas and Recommendations

Judges are looking for the following content when they read your 200-word descriptions.

### **Best Low/No Sugar Drink / RTD Functional Drink / Powdered Functional Drink\* / CBD-Hemp Drink / Hard Seltzer:**

We are looking for a clear message about why your product is the most innovative/exciting product in this category and what makes it stand out. We'd love to hear about flavor combinations, points of differentiation, added value, and market impact.

\*Powdered beverages include tablets and other dissolvable forms.

### **Best Premium Drink**

As well as delivering on taste and refreshment, we're looking for premium drinks that feature top-quality ingredients and craftsmanship. In your entry, you may wish to consider how your product offers added value, differentiation and sophistication, as well as market impact and brand appeal relevant to the target audience.

### **Best New Drink Concept**

We are looking for new beverages that demonstrate innovative concept(s) and product differentiation. This includes drinks that have the potential to develop a new product category or extend consumer choice.

### **Best New Brand / Brand Extension**

We are looking for newcomer brands or brand extensions 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 behavior.

### **Best Technology Innovation**

We are looking for innovative technologies in processing, manufacturing, packaging, distribution or vending. 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 Packaging/Label Design**

We are looking for packaging designs and innovations that measurably improve consumer convenience, usability, and reduction of waste material, as well as offer added value for brand owners and create differentiation through excellence and original design/appearance. The packaging/label design needs to effectively communicate the ingredients and benefits of what's inside.

### **Best Marketing or Social Media Campaign**

We are seeking print, digital, or point-of-sale marketing campaigns, activations, and promotions that entertain, raise awareness, demonstrate originality, and promote or provide education around specific themes. Here you are welcome to send a one-page document of additional video content and imagery to help illustrate your marketing message.

For any questions or queries regarding the awards, please contact [awards@beverage-digest.com](mailto:awards@beverage-digest.com).

Thank you for entering and best of luck!

**-- The Beverage Digest Staff**