



ENTRY GUIDELINES

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

All submission forms (attached to your purchase confirmation email) must be completed no later than

Friday, November 7, 2025.

THE AWARD CATEGORIES

There are 12 categories for this year's awards:

- Best New Brand [Non-Alcohol Only]
- Best New Drink Concept [Non-Alcohol Only]
- Best Brand Extension [Non-Alcohol Only]
- Best Premium Drink [Non-Alcohol Only]
- Best Functional Drink [Non-Alcohol Only]
- Best Low/No Sugar Drink [Non-Alcohol Only]
- Best Powder or Tablet [Non-Alcohol Only]
- Best Marketing/Social Media Campaign [Non-Alcohol Only]
- Best Packaging/Label Design [Non-Alcohol Only]
- Best Technology Innovation [Non-Alcohol Only]
- Best Cannabis Drink [Non-Alcohol Only]
- Best RTD Cocktail (Spirit, Malt or Wine based) [Alcohol Only]

The **Beverage Digest Awards** is a contest for **Single-Serve, Ready-To-Drink Beverages**.

Judging is based on the concept, packaging, design, and 200-word submission. No sampling is involved in the process.

An "entry" is one product entered into a single category. A product can be entered into multiple categories. Flavor variants of the same product (where flavor is the only differentiation) are not considered separate entries.

What's Different This Year?

- All but one category are intended for **non-alcohol** products only. We have one alcohol-only category – **Best RTD Cocktail** – for ready-to-drink cocktails (canned or bottled) that are spirit, malt, or wine-based. This includes hard seltzers, canned spirit-based cocktails, hard teas and lemonades, and hard kombuchas. Pure-play spirits, wines and beers are not eligible for the Beverage Digest Awards.
- Flavor variants of the same product (where flavor is the only differentiation) are not considered separate entries. All flavor variants of a single product may be entered as a single entry, or an entrant may choose to enter only a single flavor.

ENTRY CRITERIA

All products entered must have been launched, created or rebranded no earlier than January 2023.

Pre-launch Products **are** eligible if they are in prototype/package stage by **October 3, 2025**.

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 / Powder or Tablet / Cannabis Drink / RTD Cocktail:

Judges 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. The judges would love to hear about flavor combinations, points of differentiation, added value, and market impact.

Best Premium Drink

As well as delivering on taste and refreshment, the judges are 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

Judges 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

Judges 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

Judges 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

Judges 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

Judges 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.

Thank you for entering and best of luck!

- The Beverage Digest Team