

# FROZEN FOOD AWARD CATEGORIES 2026

## FOODSERVICE

### 1. Best New Bakery, Morning Goods & Pastry

*This category celebrates standout new bakery and pastry products for foodservice, including sweet and savoury items. Eligible entries include breads, pastries, muffins, croissants, scones, and savoury bakes etc.*

### 2. Best New Meat Main

*Entries may include individual cuts, prepared meals, and innovative meat options designed for convenience, quality, and menu appeal. This category covers main dishes or components created for the foodservice sector.*

### 3. Best New Fish Main

*Highlighting excellent NPD in new fish and seafood products for the Foodservice sector. Eligible entries include a wide range of products such as individual fillets, battered or breaded portions, IQF pieces, fishcakes, goujons, and complete frozen meals featuring fish.*

### 4. Best New Vegetarian

*This category is for tasty new frozen vegetarian products, perfect for meals and snacks. Examples are ready meals, sides, bakery items, and more—no meat or fish, but dairy and eggs allowed.*

### 5. Best New Vegan

*The vegan category is for new frozen vegan products suitable for a range of meal occasions and uses. Products can include meals, snacks, bakery items, desserts, or other plant-based frozen foods. Products should be free from animal-derived ingredients and offer great taste, texture, and nutritional value.*

Working in partnership with:



A company limited by guarantee. Registered in England and Wales No. 7687541 VAT Reg. No. GB 115 5466 23

## **6. Best New Side/Veg**

*This category covers new frozen vegetable and side dish products for use in Foodservice industry. Entries may include frozen vegetables, mixed vegetable blends, grains, and other ready-to-cook or ready-to-serve frozen accompaniments.*

## **7. Best New Starter/Buffer**

*Category includes new frozen starter or buffet style products. Entries may feature finger foods, appetizers, small bites, and shareable dishes that are easy to prepare and serve.*

## **8. Best New Ice Cream**

*Open to exciting new ice cream products developed and for sale during 2025. Including tubs, individual portions, plant-based options, and innovative flavour formats.*

## **9. Best New Potato Product**

*Focusing on new frozen potato products developed specifically in 2025 for the Foodservice market. Eligible entry examples: frozen chips, wedges, mashed potatoes, dauphinoise, potato based ready meals and other frozen potato items.*

## **10. Best New Ingredient**

*Showcasing frozen ingredients designed to support chefs and caterers. Examples include vegetables, fruits, herbs, sauces and bases,*

## **11. Best New Dessert**

*Outstanding new desserts developed for the Foodservice market. Entries can include cakes, puddings, tarts, frozen desserts, and individual portions.*

---

## **12. Best New Cost Sector/Specialist Meal**

*Recognising innovative new meals or products designed for specialist sectors such as the NHS, education, prisons, airlines, and shipping for example. Entries should demonstrate nutritional balance, suitability for large-scale catering, and relevance to the specific needs of the sector.*

## **RETAIL**

### **1. Best New Bakery & Pastry**

*This category highlights standout new bakery and pastry products including both sweet and savoury items. Eligible entries include breads, pastries, muffins, croissants, savoury bakes, and similar products produced for consumers at home.*

### **2. Best New Dessert**

*Celebrating outstanding new desserts developed for the Retail market. Entries can include cakes, puddings, tarts, frozen desserts, and individual portions.*

### **3. Best New Fish Main**

*Highlighting innovation and excellence in new fish and seafood products developed for Retail consumers. Eligible entries include a wide range of products such as individual fillets, battered or breaded portions, IQF pieces, fishcakes, goujons, and complete frozen meals featuring fish.*

### **4. Best New Frozen Drinks**

*The exciting new frozen drinks category exclusively available for Retail outlets. Product examples include smoothies, iced coffees, cocktails, and other frozen beverages made direct for consumers.*

### **5. Best New Ice Cream**

*Open to exciting new ice cream products developed and for sale the during 2025. Entries can include tubs, individual portions, plant-based options, and innovative flavour formats.*

---

## **6. Best New Meat Main**

*This category is for new frozen meat-focused products available in Retail, including individual cuts, ready meals, and other convenient formats. Entries should offer great taste, quality, and appeal to consumers looking for an easy-to-prepare meat option at home.*

## **7. Best New Party Food**

*Recognising exciting party food NPD designed for sharing and entertaining. Entries may include bite-sized snacks, canapés, sharing platters, mini mains, or sweet treats suitable for gatherings and special occasions.*

## **8. Best New Pizza/Savoury Bread**

*Highlighting the best in new pizza and savoury bread products, this category includes items such as traditional or topped pizzas, flatbreads, garlic breads, and other savoury Retail baked bread goods launched in 2025.*

## **9. Best New Potato Product**

*This category focuses on frozen potato products developed specifically in 2025 for the Retail market. Eligible entry examples: frozen chips, wedges, mashed potatoes, dauphinoise, potato based ready meals and other frozen potato items.*

## **10. Best New Ready Meals**

*Open for new ready meals products developed for Retail outlets, offering convenient, tasty, and high-quality options for consumers. Entries can include a variety of cuisines and meal types, focusing on flavour, nutrition, and ease of preparation.*

## **11. Best New Seasonal Product**

*A category specifically created for new seasonal products launched in Retail in 2025, designed to capture festive or other notable occasions throughout the year. Product examples include limited-edition foods, treats, or specialty items that reflect seasonal flavours, themes, and celebrations.*

---

## **12. Best New Side/Vegetable**

*Includes new frozen vegetable and side dishes in the Retail market. Eligible entry examples are frozen vegetables, mixed vegetable blends, grains, and other ready-to-cook or ready-to-serve frozen accompaniments.*

## **13. Best New Vegan**

*This category is for new frozen vegan products suitable for a range of meal occasions and uses. Entries can include meals, snacks, bakery items, desserts, or other plant-based frozen foods. Products should be free from animal-derived ingredients and offer great taste, texture, and nutritional value.*

## **14. Best New Vegetarian**

*The vegetarian category is for tasty new frozen vegetarian products, perfect for meals and snacks. Entries can include ready meals, sides, bakery items, and more—no meat or fish, but dairy and eggs allowed.*

Entries open 8th September 2025

### **Entries close:**

Retail closing date 28<sup>th</sup> November 2025.

Foodservice closing date 13<sup>th</sup> February 2026

Entry prices - £360 plus vat

---