



2027 British Frozen Food Awards Categories and Descriptors

CATEGORIES

Foodservice

- Best Bakery, Morning Goods & Pastry
- Best Cost Sector/Specialist Meal
- Best Dessert
- Best Fish Main
- Best Ice Cream
- Best Ingredient
- Best Meat Main
- Best Potato Product
- Best Side
- Best Starter/Buffer
- Best Vegan/Vegetarian

Retail

- Best Bakery & Pastry
- Best Dessert
- Best Fish Main
- Best Ice Cream
- Best Ingredient (inc fruit and veg)
- Best Meat Main
- Best Meat Portion
- Best Party Food
- Best Pizza/Savoury Bread
- Best Potato Product
- Best Ready Meals
- Best Health Range Product
- Best Seasonal Product
- Best Side
- Best Vegan/Vegetarian
- Breakthrough Award



DESCRIPTORS

Foodservice

Best Bakery, Morning Goods & Pastry

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

Best 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.

Best Dessert

Outstanding new desserts developed for the foodservice market are welcome in this category. Entries can include cakes, puddings, tarts, frozen desserts, and individual portioned desserts.

Best 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.

Best Ice Cream

Open to exciting new ice cream products developed and for sale during 2026. Including tubs, individual portions, plant-based options, and innovative flavour formats.

Best Ingredient

Eligible entries may include vegetables, fruits, herbs, sauces, bases, and other ingredient-led frozen products used across a range of foodservice applications.

Best Meat Main

Entries could 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.

Best Potato Product

Focusing on new frozen potato products developed specifically in 2026 for the foodservice market. Examples are frozen chips, wedges, mashed potatoes, dauphinoise, potato based ready meals and other frozen potato items.

Best Side



Entries may include ready-to-cook or ready-to-serve frozen products designed to complement main dishes across a range of menu applications and dining occasions. Including side-of-plate offerings, sharing dishes, bowl components and meal accompaniments.

Best Starter/Bufferet

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.

Best Vegan/Vegetarian

This category recognises new frozen vegan and vegetarian products developed for a range of foodservice applications. Eligible entries may include meals, snacks, side dishes and other plant-based or vegetarian frozen foods.

Retail

Best Bakery & Pastry

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

Breakthrough Award

Recognising innovative frozen food products that are making an impact in European markets but have not yet launched in the UK. The award celebrates originality, innovation and potential to break onto the UK scene.

To be eligible, products must have been available for sale in Europe but must not have been listed or sold in the UK.

Best Dessert

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

Best 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.

Best Ice Cream

Open to exciting new ice cream products developed and available for sale during 2026. Entries welcome includes tubs, individual portions, plant-based options, and innovative flavour formats.

Best Ingredient (inc fruit and veg)



Eligible entries may include vegetables, fruits, herbs, sauces, bases, and other ingredient-led frozen products developed to be component of a finished dish.

Best Meat Main

This category is for new frozen meat meal-focused products available in retail, including, pies, wellingtons, ready meals and other meat-based dishes. Entries should offer great taste, quality, and appeal to consumers looking for an easy-to-prepare meat option at home.

Best Meat Portion

Brand new category for the 2027 Frozen Food Awards that is ideal for individual item meat products that were launch and on sale in 2026. Example items such as burgers, sausages, skewers, goujons and flavoured chicken products that are typically served as part of a meal.

Best Party Food

Recognising exciting party food's 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.

Best Pizza/Savoury Bread

Highlighting the best 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 2026.

Best Potato Product

This category focuses on frozen potato products developed specifically in 2026 for the retail market. Eligible entry examples: frozen chips, wedges, mashed potatoes, dauphinoise, potato based ready meals and other frozen potato items.

Best Ready Meals

Open for new ready meal products curated 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.

Best Health Range Product

New for 2027 this category includes products or meals created specifically targeted for health-conscious consumers. Demographics may include GLP-1 users ie high protein or consumers focused on low-calorie, low-fat diets etc.

Best Seasonal Product

A category specifically created for new seasonal products launched in retail in 2026, designed to capture festive, summer, or other notable occasions throughout the year. Product examples include limited-edition foods, treats, or specialty items that reflect seasonal flavours, themes, and celebrations.



Best Side

Includes new frozen side dishes and snack items in the retail market. Eligible entry examples include frozen ready-to-cook or ready-to-serve accompaniments such as breaded snacks (e.g., onion rings, mozzarella sticks) appetisers (e.g., spring rolls, samosas, dumplings) and prepared flavoured vegetables (i.e minty peas, rainbow carrots, roasted Mediterranean vegetables).

Best Vegan/Vegetarian

This category recognises 2026's frozen vegan and vegetarian products for a range of meal occasions. Entries may include meals, snacks, bakery items, desserts, sides, and other plant-based frozen foods. Products must be either vegan (free from all animal-derived ingredients) or vegetarian (no meat or fish permitted) and should deliver strong taste and texture.