

FAB AWARDS

Our 2026 Finalists

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FAB NEWS



The 28th FAB AWARDS Finalists

Category	Title	Brand/Product	Entrant
Packaging Design			
Confectionery & Snacks	L.A. Burdick Halloween	L.A. Burdick	Together Design, London
Confectionery & Snacks	Manomasa	Manomasa	Derek&Eric, London
Savoury Foods	Little Dish	Little Dish	Derek&Eric, London
Savoury Foods	Otoki Brand Redesign	Otoki	Chase Design Group, California
Savoury Foods	Hellman's Lifts It	Hellman's	Design Bridge and Partners
Alcoholic Drinks	Godawan 173. Crafting Rarity. Preserving Life.	Diageo India	Diageo India
Alcoholic Drinks	Holiday Vodka	Holiday Vodka	Kingdom & Sparrow, Cornwall
Alcoholic Drinks	Ricard Ready To Drink	Ricard	Lonsdale, Paris
Alcoholic Drinks	East London Whisky	East London Liquor Co.	Thirst
Alcoholic Drinks	Santoni	Santoni	Stranger & Stranger
Alcoholic Drinks	Don Julio 1942 Lunar New Year Limited Edition.	Don Julio	Design Bridge and Partners
Alcoholic Drinks	Aperol	Aperol	Design Bridge and Partners
Non Alcoholic Drinks	Aqua Libra	Aqua Libra	Magpie Studio, London
Non Alcoholic Drinks	Purdey's – Fuel Your Flow	Purdey's	Magpie Studio, London
Non Alcoholic Drinks	Belu Can	Belu	Distil Studio, St. Albans
Ethical	Godawan 173. Crafting Rarity. Preserving Life.	Diageo India	Diageo India

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Category	Title	Brand/Product	Entrant
Special	Coffee Counter Culture	Blue Diamond Barista Almond Milk	Turner Duckworth
Special	Heineken StarMark Glass – A Star on The Bar	Heineken	Design Bridge and Partners
Brand Identity			
Alcoholic Drinks	Heineken Studio	Heineken	Thirst
Baking Foods & Cooking Ingredients	Oaf	OAF	Into The light, Stockport
Confectionery & Snacks	Everyone has a Flavourite	Walkers	PepsiCo
Non Alcoholic Drinks	Beemore Energy	Beemore	Boundless Brand Design, Lndon
Retailers	Kiko Martins	Kiko Martins	Peter Schmidt Group
Brand Redesign			
Confectionery & Snacks	Love Food? Eat Real.	Eat Real	Midday Studio
Baking Foods & Cooking Ingredients	Mulino, Maestri Della Pasta.	Mulino	Red Dot Studio, London
Non Alcoholic Drinks	Aqua Libra	Aqua Libra	Magpie Studio, London
Non Alcoholic Drinks	Purdey's – Fuel Your Flow	Purdey's	Magpie Studio, London
Non Alcoholic Drinks	Tango Identity Redesign	Tango	Bloom Design, London
Confectionery & Snacks	LU	LU	Dragon Rouge, Paris

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CRAFT in Design			
Alcoholic Drinks	Godawan 173. Crafting Rarity. Preserving Life.	Diageo India	Diageo India
Alcoholic Drinks	Carlsberg Typography	Carlsberg	Taxi Studio, Bristol
Alcoholic Drinks	Festive Fizz!	Hook Studio	Hook Studio, Bristol
Non Alcoholic Drinks	The Herbtender Teas	The Herbtender	B&B Studio, London
Concept Design			
Alcoholic Drinks	Priceless	Priceless	Co-Partnership, Sydney
Special	Fiore: Perfume For Food	Fiore	ARD Design
Interiors Design / Retail Environment			
Alcoholic Drinks	Born of Stone – The Hawkstone Fount	Hawkstone	Design Bridge and Partners
Retailer	Workshop Cafe & Academy	Workshop	3Stories, London
Retailer	El Mar Restaurant	El Mar by Chef Kiko Martins	Cateto Cateto, Seville
Retailer	SLIM'S Quality Burger	SLIM'S Quality Burger	Tablefive, Australia
Retailer	Tangra	Tangra	Quadrant Design, London
Retailer	Sushi Art	Eathos	Quadrant Design, London

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Poster / Outdoor / OOH			
Confectionery & Snacks	Everyone has a Flavourite	Walkers	PepsiCo
Confectionery & Snacks	Set the Juice Loose	Maynards Bassetts	VCCP, London
TV & Cinema Commercials			
Baking Foods & Cooking Ingredients	Strength Baked In	Hovis	VCCP, London
Health Foods	It's Really Good	Almond Breeze	McKinney, New York
Non Alcoholic Drinks	The Choice	Pepsi	BBDO New York
Retailers	Have You Eaten Yet?	Panda Express	Opinionated, Tennessee
Retailers	Winter Is For Playing	McDonald's Austria	BBDO Group, Vienna
Retailers	CHICK 'N' DIP: Dip into a World of Flavour	Domino's	VCCP, London
Sponsorship & Idents	CHICK 'N' DIP: Dip into a World of Flavour	Domino's	VCCP, London
Radio			
Savoury Foods	Deliciously Ugly	Quaker	PepsiCo

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Category	Title	Brand/Product	Entrant
Virals			
Confectionery & Snacks	Emotions-Chips	Tasto	CJ WORX, Bangkok
Confectionery & Snacks	9-Volt Battery Flavour	Rewind	Uncommon Creative Studio, Stockholm
Collateral & POS			
Alcoholic Drinks	Heineken StarMark Glass – A Star on The Bar	Heineken	Design Bridge and Partners
Alcoholic Drinks	Born of Stone – The Hawkstone Fount	Hawkstone	Design Bridge and Partners
Sales Promotion			
Sponsorship & Idents	Doritos Square	Doritos	PepsiCo
Experiential			
Alcoholic Drinks	Don Julio Por Amor: An Immersive Tasting Experience	Tequila Don Julio	Hunter PR, New York
Alcoholic Drinks	Guinness: The Open Gate Experience	Guinness	Imagination, London
Guerrilla Marketing			
Special	Unthinkables	BBH Singapore	BBH Singapore

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Shopper Marketing			
Confectionery & Snacks	Emotions-Chips	Tasto	CJ WORX, Bangkok
Trade Marketing			
Confectionery & Snacks	Scan my Mo – to help a bro	Pringles	Mercieca, London
Best Use of Technology			
Non Alcoholic Drinks	The Pepsi SweeTest	Pepsi	PepsiCo
Branded Content & Entertainment			
Retailers	Lunar New Year: Wishes	Panda Express	Opinionated, Portland
Retailers	SPAR - Chicken Fillet Roël	SPAR	Publicis Dublin
Non Alcoholic Drinks	apple bubly jeans	bubly	PepsiCo

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Category	Title	Brand/Product	Entrant
Influencer Marketing			
Non-Alcoholic Drinks	The Tradies	Lucozade	We Are Social, London
Non-Alcoholic Drinks	MISO CAN	M-150 Sparkling	CJ WORX, Bangkok
Charitable Causes	Breast Before Dates	SPAR and EUROSPAR	Publicis Dublin
PR			
Alcoholic Drinks	Sip Into The White Lotus	Ketel One Vodka and Tanqueray Gin	Hunter PR, New York
Savoury Foods	Fish & Frank's	Frank's RedHot	Pangolin, London
Non-Alcoholic Drinks	MISO CAN	M-150 Sparkling	CJ WORX, Bangkok
Confectionery & Snacks	9-Volt Battery Flavour	Rewind	Uncommon Creative Studio, Stockholm
CRAFT in Advertising			
Alcoholic Drinks	You Can't Untaste It	Ardbeg	Bright Signals, Glasgow

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The Effectiveness Awards

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Interiors Design / Retail Environment			
Retailer	Black Tap Craft Burgers & Beer	Black Tap Craft Burgers & Beer	Harrison, Birmingham
Retailers	Hickory's Smokehouse – Milton Keynes	Hickory's Smokehouse	Harrison, Birmingham
Retailers	SLIM'S Quality Burger	SLIM'S Quality Burger	Tablefive, Australia
Packaging Design			
Retailers	Taste The Difference Panettone	Taste The Difference	Contrast, London
Non Alcoholic Drinks	Stirring Love Back Into Tetley	Tetley	Epoch, Bristol
Direct			
Retailers	McDonald's x Minecraft	McDonald's	TMW, part of Accenture Song London
Experiential			
Non Alcoholic Drinks	Pepsi Winter Wonderland	Pepsi	ignis, London
Non Alcoholic Drinks	The Pepsi Zero Sugar Challenge	Pepsi	PepsiCo
Alcoholic Drinks	A Masterpiece of Japanese Harmony	Hbiki Suntory Whisky	Lure Media, Berlin

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Guerrilla Marketing			
Non Alcoholic Drinks	Food Deserves Pepsi	Pepsi	BBDO New York
Influencer Marketing			
Alcoholic Drinks	Sip Into The White Lotus	Ketel One Vodka and Tanqueray Gin	Hunter PR, New York
PR			
Alcoholic Drinks	It's Giving Friendship	Echo Falls - GK Barry	Mercieca, London
Health Foods	Biona Organic Rye January	Biona Organic Rye Bread	Brave PR, London
Trade Marketing			
Confectionery & Snacks	Stock-It, Sell-It, Cheez-It	Cheez-It	Mercieca, London
Non Alcoholic Drinks	Monster Sales Supercharged	Monster Energy	Mercieca, London
Integrated			
Savoury Foods	Big Bash Bentos	Fray Bentos	Guy & Co, Edinburgh

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CONGRATULATIONS TO ALL THE FINALISTS!
“SEE” YOU AT THE 28th FAB AWARDS CEREMONY
Thursday, 4th June 2026 at Rockwater, Brighton & Hove

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