

# FAB AWARDS

## Our 2026 Winners

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**FAB NEWS**



# The 28th FAB AWARDS Winners

## The Creative Awards:

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

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Category	Title	Brand/Product	Entrant	Award
<b>Packaging Design (continued)</b>				
Special	Coffee Counter Culture	Blue Diamond Barista Almond Milk	Turner Duckworth	Silver
Special	<b>Heineken StarMark Glass – A Star on The Bar</b>	<b>Heineken</b>	<b>Design Bridge and Partners</b>	<b>FAB &amp; FABulous (BEST IN SHOW)</b>
<b>Brand Identity</b>				
Alcoholic Drinks	Heineken Studio	Heineken	Thirst	Silver
Baking Foods & Cooking Ingredients	Oaf	OAF	Into The light, Stockport	Silver
Confectionery & Snacks	Everyone has a Flavourite	Walkers	PepsiCo	Silver
Non Alcoholic Drinks	Beemore Energy	Beemore	Boundless Brand Design, London	Silver
<b>Retailers</b>	<b>Kiko Martins</b>	<b>Kiko Martins</b>	<b>Peter Schmidt Group</b>	<b>FAB (GOLD)</b>

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Category	Title	Brand/Product	Entrant	Award
<b>Brand Redesign</b>				
Confectionery & Snacks	Love Food? Eat Real.	Eat Real	Midday Studio	FAB (GOLD)
Baking Foods & Cooking Ingredients	Mulino, Maestri Della Pasta.	Mulino	Red Dot Studio, London	Silver
Non Alcoholic Drinks	Aqua Libra	Aqua Libra	Magpie Studio, London	FAB (GOLD)
Non Alcoholic Drinks	Purdey's – Fuel Your Flow	Purdey's	Magpie Studio, London	FAB (GOLD)
Non Alcoholic Drinks	Tango Identity Redesign	Tango	Bloom Design, London	Silver
Confectionery & Snacks	LU	LU	Dragon Rouge, Paris	FAB (GOLD)
<b>CRAFT in Design</b>				
Alcoholic Drinks	Godawan 173. Crafting Rarity. Preserving Life.	Diageo India	Diageo India	Silver
Alcoholic Drinks	Carlsberg Typography	Carlsberg	Taxi Studio, Bristol	FAB (GOLD)
Alcoholic Drinks	Festive Fizz!	Hook Studio	Hook Studio, Bristol	Silver
Non Alcoholic Drinks	The Herbtender Teas	The Herbtender	B&B Studio, London	Silver

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Category	Title	Brand/Product	Entrant	Award
<b>Concept Design</b>				
Alcoholic Drinks	Priceless	Priceless	Co-Partnership, Sydney	Silver
Special	Fiore: Perfume For Food	Fiore	ARD Design	Silver
<b>Interiors Design / Retail Environment</b>				
Alcoholic Drinks	<b>Born of Stone – The Hawkstone Fount</b>	<b>Hawkstone</b>	<b>Design Bridge and Partners</b>	<b>FAB (GOLD)</b>
Retailer	Workshop Cafe & Academy	Workshop	3Stories, London	Silver
Retailer	<b>El Mar Restaurant</b>	<b>El Mar by Chef Kiko Martins</b>	<b>Cateto Cateto, Seville</b>	<b>FAB (GOLD)</b>
Retailer	<b>SLIM'S Quality Burger</b>	<b>SLIM'S Quality Burger</b>	<b>Tablefive, Australia</b>	<b>FAB (GOLD)</b>
Retailer	<b>Tangra</b>	<b>Tangra</b>	<b>Quadrant Design, London</b>	<b>FAB &amp; FABulous (BEST IN SHOW)</b>
Retailer	<b>Sushi Art</b>	<b>Eathos</b>	<b>Quadrant Design, London</b>	<b>FAB (GOLD)</b>
<b>Poster / Outdoor / OOH</b>				
Confectionery & Snacks	<b>Everyone has a Flavourite</b>	<b>Walkers</b>	<b>PepsiCo</b>	<b>FAB &amp; FABulous (BEST IN SHOW)</b>
Confectionery & Snacks	<b>Set the Juice Loose</b>	<b>Maynards Bassetts</b>	<b>VCCP, London</b>	<b>FAB (GOLD)</b>

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Category	Title	Brand/Product	Entrant	Award
<b>TV &amp; Cinema Commercials</b>				
Baking Foods & Cooking Ingredients	Strength Baked In	Hovis	VCCP, London	Silver
Health Foods	It's Really Good	Almond Breeze	McKinney, New York	Silver
Non Alcoholic Drinks	The Choice	Pepsi	BBDO New York	Silver
Retailers	Have You Eaten Yet?	Panda Express	Opinionated, Tennessee	Silver
Retailers	Winter Is For Playing	McDonald's Austria	BBDO Group, Vienna	Silver
Retailers	CHICK 'N' DIP: Dip into a World of Flavour	Domino's	VCCP, London	Silver
Sponsorship & Idents	CHICK 'N' DIP: Dip into a World of Flavour	Domino's	VCCP, London	Silver
<b>Radio</b>				
Savoury Foods	Deliciously Ugly	Quaker	PepsiCo	Silver
<b>Virals</b>				
Confectionery & Snacks	Emotions-Chips	Tasto	CJ WORX, Bangkok	Silver
Confectionery & Snacks	9-Volt Battery Flavour	Rewind	Uncommon Creative Studio, Stockholm	FAB (GOLD)

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## The Creative Awards:

Category	Title	Brand/Product	Entrant	Award
<b>Collateral &amp; POS</b>				
Alcoholic Drinks	Heineken StarMark Glass – A Star on The Bar	Heineken	Design Bridge and Partners	FAB (GOLD)
<b>Sales Promotion</b>				
Sponsorship & Idents	Doritos Square	Doritos	PepsiCo	FAB & FABulous (BEST IN SHOW)
<b>Experiential</b>				
Alcoholic Drinks	Don Julio Por Amor: An Immersive Tasting Experience	Tequila Don Julio	NVE Experience Agency, Los Angeles	Silver
Alcoholic Drinks	Guinness: The Open Gate Experience	Guinness	Imagination, London	Silver
<b>Guerilla Marketing</b>				
Special	Unthinkables	BBH Singapore	BBH Singapore	FAB (GOLD)
<b>Shopper Marketing</b>				
Confectionery & Snacks	Emotions-Chips	Tasto	CJ WORX, Bangkok	Silver

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## The Creative Awards:

Category	Title	Brand/Product	Entrant	Award
<b>Trade Marketing</b>				
Confectionery & Snacks	Scan my Mo – to help a bro	Pringles	Mercieca, London	Silver
<b>Best Use of Technology</b>				
Non Alcoholic Drinks	The Pepsi SweeTest	Pepsi	PepsiCo	Silver
<b>Branded Content &amp; Entertainment</b>				
Retailers	Lunar New Year: Wishes	Panda Express	Opinionated, Portland	Silver
Retailers	SPAR - Chicken Fillet Roël	SPAR	Publicis Dublin	Silver
Non Alcoholic Drinks	<b>apple bubly jeans</b>	<b>bubly</b>	<b>PepsiCo</b>	<b>FAB (GOLD)</b>
<b>Influencer Marketing</b>				
Non-Alcoholic Drinks	<b>The Tradies</b>	<b>Lucozade</b>	<b>We Are Social, London</b>	<b>FAB (GOLD)</b>
Non-Alcoholic Drinks	<b>MISO CAN</b>	<b>M-150 Sparkling</b>	<b>CJ WORX, Bangkok</b>	<b>FAB (GOLD)</b>
Charitable Causes	<b>Breast Before Dates</b>	<b>SPAR and EUROSPAR</b>	<b>Publicis Dublin</b>	<b>FAB (GOLD)</b>



# The 28th FAB AWARDS Winners

## The Effectiveness Awards:

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

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## The Effectiveness Awards:

Category	Title	Brand/Product	Entrant	Award
<b>Guerrilla Marketing</b>				
Non Alcoholic Drinks	Food Deserves Pepsi	Pepsi	BBDO New York	FAB (GOLD)
<b>Influencer Marketing</b>				
Alcoholic Drinks	Sip Into The White Lotus	Ketel One Vodka and Tanqueray Gin	starpower, New York	FAB (GOLD)
<b>PR</b>				
Alcoholic Drinks	It's Giving - Friendship	Echo Falls - GK Barry	Mercieca, London	FAB (GOLD)
Health Foods	Biona Organic Rye January	Biona Organic Rye Bread	Brave PR, London	Silver
<b>Trade Marketing</b>				
Confectionery & Snacks	Stock-It, Sell-It, Cheez-It	Cheez-It	Mercieca, London	FAB (GOLD)
Non Alcoholic Drinks	Monster Sales Supercharged	Monster Energy	Mercieca, London	Silver
<b>Integrated</b>				
Savoury Foods	Big Bash Bentos	Fray Bentos	Guy & Co, Edinburgh	FAB (GOLD)

# The 28th **FAB AWARDS** Winners

The FABulous Awards:

<b>Design Agency of the Year 2026</b>		<b>Supported by FAB News</b>	<b>Design Bridge and Partners</b>
<b>Agency of the Year 2026</b>		<b>Supported by MarComm News</b>	<b>VCCP London</b>
<b>Brand / Marketer of the Year 2026</b>		<b>Supported by MarComm News</b>	<b>PepsiCo</b>

**CONGRATULATIONS TO ALL THE WINNERS!**

**SEE YOU AT THE 29th **FAB** AWARDS**

**LOVE, PEACE AND THE CREATIVE SPIRIT**