



Food & Beverage Excellence Awards Criteria

The Food & Beverage Brass Ring Excellence Awards celebrate the artistry and innovation behind the culinary experiences that elevate a guest's visit. From creative menu items to immersive dining spaces and unforgettable food festivals, this category honors the moments when food becomes an integral part of the guest experience.

Quick Decision Guide:

If Your Food & Beverage Entry Is...	Choose...
A new, innovative food or drink relate item, released this award year (between Nov. 1, 2025 and Oct. 31, 2026). <ul style="list-style-type: none"> • Limited Operation: Facilities open 9 months or fewer per calendar year • Year-Round Operation: Facilities open 10 months or more per calendar year 	Best New Menu Item (Limited or Year-Round Operation)
A new event or festival with a large F&B component, taking place at any point within the eligibility window, that has a seperate marketing budget and a start and end date. Festivals/special events can last anywhere from days to months.	Best New F&B Special Event or Festival
A new renovation or building that is F&B focused (restaurants, quick services, food/drink stands etc.), that was completed within the eligibility window.	Best New F&B Build or Renovation





Category: Best New Menu Item: Year-Round and Limited Operation

Description: This category celebrates exceptional creativity and innovation in developing a new food or beverage menu item. Entries should demonstrate how the item elevates the guest experience through originality, quality, or industry-leading execution. **Menu items must have debuted between Nov. 1, 2025 – Oct. 31, 2026.**

- *Limited Operation: Facilities open 9 months or fewer per calendar year*
- *Year-Round Operation: Facilities open 10 months or more per calendar year*

Judges Will Evaluate:

- Creativity and originality of the menu item
- Quality, flavor profile, and guest appeal
- Alignment with brand identity and operational feasibility
- Demonstrated impact on guest experience or business performance

Application Materials:

- Company logo and signature image
- Glamour shot and other images and supporting materials for your menu item
- Preparedness to answer questions about your menu item including:
 - Description, concept, and objective
 - Uniqueness and originality
 - Production and research & development
 - Marketing and engagement
 - Additional components such as sustainability, entertainment, accessibility, or other
 - Demonstrated success (as can be shared)
 - Guest impact and experience
 - Key learnings





Category: Best New F&B Special Event or Festival

Description: This category recognizes outstanding creativity, innovation, and excellence in launching a new food - or beverage - focused festival or special event. Entries should highlight how the event's theme, programming, and execution delivered a unique guest experience and advanced industry standards. Events may last any period of time, from a few days, to a few months.

- *Events must have taken place between **November 1, 2025, and October 10, 2026***
- *Events may begin or end outside this window as long as **at least one event day falls within it***
- *A festival or special event is defined by having a set start and end date, a theme, may or may not require special ticketing, and has a separate operational and marketing budget apart from regular operations.*

Judges Will Evaluate:

- Creativity and thematic execution
- Quality and uniqueness of the food and/or beverage offerings
- Guest engagement and overall event experience
- Operational excellence and marketing effectiveness
- Demonstrated impact on attendance, revenue, or brand visibility

Application Materials

- Company logo and signature image
- Glamour shot and other images and supporting materials for your special event or festival
- Preparedness to answer questions about your special event or festival including:
 - Description, concept, and objective
 - Uniqueness and originality
 - Research & development
 - Marketing and engagement
 - Additional components such as sustainability, entertainment, accessibility, or other
 - Demonstrated Success
 - Guest impact and experience
 - Key learnings





Category: Best New F&B Build or Renovation

Description: This category honors excellence in the creation of a new food & beverage facility or renovation. Entries should demonstrate how the build enhances operations—whether through increased transactions, improved quality, labor efficiency, guest experience, or overall innovation.

- *Builds must have been completed between **November 1, 2025, and October 31, 2026***

Judges will evaluate:

- Innovation in design, layout, or operational flow
- Impact on efficiency, labor optimization, or throughput
- Enhancement of product quality or guest experience
- Effective use of space, technology, or sustainability practices
- Overall contribution to business performance

Application Materials:

- Company logo and signature image
- Glamour shot, before and after images, video walkthrough, facility map and other images or supporting materials for your new build or renovation
- Preparedness to answer questions about your new build or renovation including:
 - Description and concept
 - Uniqueness and originality
 - Metrics related to sustainability, labor efficiencies, capacity, throughput, or other
 - Research & development
 - Marketing and engagement
 - Additional components such as sustainability, entertainment, accessibility, or other
 - Demonstrated Success
 - Guest impact and experience
 - Key learnings
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