

F&B@Sea Awards

Criteria and Instructions for Applicants

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General Instructions for Submission

Submission Deadline:

All nominations must be submitted by
Feb 22, 2026

Format for Submissions:

Please carefully review the following submission guidelines to ensure your application meets the requirements:

Submission Format

- Submissions must be provided as a **PowerPoint file**. The PowerPoint file should include **6 slides or fewer**.
- On the slides, you may also include:
 - **Photos** (if applicable)
 - **Links** to additional resources or supporting materials (optional).
 - **Structured content** that corresponds to the award criteria sections.

Key Considerations

- Ensure your slides are clear, concise, and directly address the award criteria.
- Submissions should be designed to help judges evaluate your application efficiently.

Award Nomination Platform Access

- Submissions to be completed online using this link: <https://awards.judgify.me/FnB2026>
- **New/First Time Users:** Create your Judgify account by clicking "Register" then log in to submit nominations
- **Existing Users:** Log in with your username and password to access the nomination portal
- Need Help? Contact jacqui.pressinger@informa.com for assistance

Confidentiality

- All proprietary or sensitive information submitted will remain strictly confidential and will be used solely for the purpose of evaluating entries for this year's awards.

Judging Process

- The judging panel consists of impartial professionals from leading hospitality organisations, foodservice sectors, prominent industry associations, and educational institutions. Chosen for their expertise and commitment to fairness, the judges carefully review and evaluate each submission based on the established criteria and the quality of information provided. Votes are cast independently to uphold integrity and ensure a fair and balanced selection process.
- By submitting, applicants confirm that they have reviewed the F&B@Sea Awards criteria and understand that all nominations will be assessed independently and confidentially by an impartial panel of industry experts based on the established guidelines.

Category-Specific Criteria

Cruise Line Awards

The F&B@Sea Cruise Awards are open to all types of commercial cruise operations, including Ocean, Rivers, Expedition, and Luxury Cruise Lines. These awards celebrate excellence across the diverse spectrum of the cruise industry, recognising outstanding contributions to food and beverage innovation, guest experience, and operational excellence.

Best Beverage Programme

This award celebrates the cruise line that exemplifies excellence through a diverse and exceptional beverage selection, consistently delivering outstanding service and enhancing the overall onboard experience. It honors the commitment to offering high-quality drink options, innovative bar and beverage concepts, impeccable service, and a memorable experience for every guest.

Criteria:

1. Diverse and Quality Selection

- Demonstrate a wide range of beverages, including signature cocktails, and premium non-alcoholic options, with a focus on high-quality and/or sustainably sourced ingredients.

2. Innovation and Trends

- Provide examples of innovative beverage concepts, presentations, best practices and technology integrations that reflect industry trends and enhance the guest experience.

3. Outlets, Design, and Concept Integration

- Showcase how the bar design, layout, and/or concept of beverage-serving venues contribute to the overall onboard experience. Highlight unique features, themes, or ambiance that elevate the guest experience and align with the cruise line's brand identity.

4. Operational Excellence and Team Expertise

- Highlight the efficiency and expertise of the beverage team. Provide examples of how staff training, teamwork, and operational practices contribute to delivering consistent, high-quality service and maintaining the success of the beverage program.

Supporting Materials

- Submit menus, photos, videos, or other documentation showcasing your beverage offerings and their impact on the onboard experience.
- **Optional: Submit a beverage photo & recipe for feature in an upcoming F&B@Sea Newsletter*

Category-Specific Criteria

Cruise Line Awards

Best Restaurant

This award honours the dining establishment that sets the benchmark and exemplifies the highest standards for culinary excellence and ambiance at sea. This honour celebrates the restaurant's outstanding cuisine, attentive service, and captivating atmosphere, ensuring an unforgettable dining experience for cruise ship passengers.

Criteria:

1. Culinary Excellence

- Demonstrate an innovative and diverse menu/s, focusing on fresh, high-quality ingredients and showcasing a mastery of advanced culinary techniques. Highlight the creativity and skill that define your restaurant's approach to dining at sea.

2. Exceptional Service

- Showcase how your team delivers attentive, knowledgeable, and welcoming service. Provide examples of how your staff creates memorable dining experiences by consistently exceeding guest expectations.

3. Beverage Pairing Excellence

- Highlight how the restaurant integrates a thoughtfully curated beverage program for this outlet, including wine pairings, signature cocktails, and non-alcoholic options, to complement the menu and enhance the overall dining experience.

4. Ambiance and Atmosphere

- Provide examples of how the restaurant's aesthetic and overall environment enhances the dining experience, aligned with the overall concept or theme to elevate the dining experience.

Supporting Materials

- Submit menus, photos, and other visuals that highlight the restaurant's unique ambiance, culinary offerings, and level of service. Provide any additional documentation that showcases the restaurant's success or accolades.

Category-Specific Criteria

Cruise Line Awards

Most Sustainable F&B Programme

This award recognises cruise lines excelling in eco-friendly foodservice practices, sustainability in sourcing, and environmental responsibility. This honour celebrates programmes that prioritise sustainability in F&B preparation and service and making a positive impact on the environment.

Criteria:

1. Sustainable Sourcing

- Demonstrate a strong commitment to sourcing locally and ethically produced ingredients. Provide examples of how you reduce the environmental impact of food procurement, ensuring sustainability is central to your supply chain.

2. Eco-friendly Practices

- Provide evidence of eco-friendly initiatives such as food and waste reduction, energy-efficient operations, enhanced recycling efforts, and any other practices that reduce the environmental footprint of your F&B programme.

3. Innovative Sustainability Initiatives

- Showcase innovative sustainability programs, such as waste reduction, farm-to-table partnerships, onboard gardens, or collaborations with environmental organizations that highlight your forward-thinking approach to sustainability.

4. Guest & Staff Education and Engagement

- Demonstrate how you foster a culture of environmental responsibility by educating both guests and staff about your sustainability practices. Provide details on how you engage and inform through initiatives like training sessions, menu notations, guest speakers, cooking demonstrations, or other informational materials.

Supporting Materials

- Submit relevant photos, visuals, statistics, or reports that illustrate your sustainability efforts and highlight the impact of these initiatives.

Cruise Line Staff Excellence & Leadership Honors

Rising Star Award

This award celebrates a rising leader in the cruise industry who exemplifies culinary or beverage innovation, artistry, and leadership. Whether working in a corporate role or onboard operations, the honoree demonstrates exceptional promise, creativity, and a commitment to elevating the food and beverage experience at sea.

Eligibility:

Professionals in cruise roles such as: Executive or Corporate Chefs, F&B-related Directors, Corporate Managers, F&B Purchasing Professionals, and other key contributors who are actively shaping the future of onboard dining and beverage programs, whether in the office or at sea.

This award specifically recognises individuals *outside of VP or C-suite roles*, focusing on those driving company excellence through role and their dedication to advancing cruise food and beverage standards.

Self-nominations and peer nominations are both welcomed for all individual Staff Leadership and Excellence Awards Categories.

Criteria:

1. Leadership in Culinary or Beverage Innovation

- Showcase examples of how the nominee has demonstrated leadership qualities and contributed to the success of their team or program.

2. Creativity and Vision

- Highlight unique ideas, concepts, or initiatives introduced by the nominee that have positively impacted the cruise F&B experience.

3. Corporate or Onboard Impact

- Showcase how the nominee has influenced F&B strategies, programs, or initiatives that have transformed the cruise dining experience.

4. Commitment to Excellence

- Demonstrate the nominee's dedication to maintaining the highest standards in food and beverage quality, service, and overall guest experience.

Supporting Materials

- Include testimonials, visuals, or documentation showcasing the nominee's contributions and impact.

Cruise Line Staff Excellence & Leadership Honors

Woman of Impact Award

This award recognises a woman who has made a meaningful impact in cruise food and beverage, whether at sea or within corporate offices. This outstanding individual should demonstrate creativity, dedication, and a commitment to improving F&B operations and/or guest dining experiences.

The award celebrates women who are advancing the cruise food and beverage industry through leadership, innovation, and a focus on excellence. Honourees are acknowledged for their ability to inspire positive change, foster collaboration, and elevate the standards of dining and beverage programmes.

Eligibility:

Nominees must be women serving in management or leadership positions within any department related to cruise food and beverage, either onboard or in corporate offices. They should have a proven track record of driving positive change and making significant contributions to the success of their teams and overall operations.

Self-nominations and peer nominations are both welcomed for all individual Staff Leadership and Excellence Awards Categories.

Criteria:

1. Leadership in Innovation

- Provide examples of how the nominee has introduced creative ideas, concepts, or initiatives that have improved cruise dining or beverage programs.
- Highlight their ability to inspire and engage their teams, fostering collaboration and innovation.

2. Exceptional F&B Experiences

- Showcase how the nominee has contributed to the growth and improvement of cruise food and beverage operations.
- Highlight dining or beverage experiences, or improved processes, developed under the nominee's leadership that have enhanced operations and elevated the guest experience.

3. Broader Impact

- Demonstrate the nominee's contributions beyond their immediate role, such as efforts in sustainability, innovation, or community engagement within the cruise industry.

Supporting Materials

- Visuals: Photos, videos, or presentations showcasing the nominee's work and achievements.
- Documentation: Testimonials, awards, and/or media coverage that highlight their impact and leadership.
- Examples: Specific initiatives, programs, or projects led by the nominee that demonstrate their creativity and influence.

Cruise Line Staff Excellence & Leadership Honors

F&B Maverick of the Year

This award recognises an individual who exemplifies exceptional leadership, innovation, and creativity in transforming onboard food and beverage offerings. It honors those who push the boundaries of cruise dining by delivering unique and memorable gastronomic experiences that set new standards of excellence within the industry.

The F&B Maverick of The Year celebrates VP or C-Suite level leaders who demonstrate visionary thinking, strategic excellence, and the courage to challenge conventions. These trailblazers drive organisational transformation, inspire their teams to achieve unprecedented results, and position their companies at the forefront of culinary innovation in the cruise sector.

Eligibility:

Nominees must be senior executives or high-level leaders who have demonstrated extraordinary vision and a proven track record of transformative leadership within cruise food and beverage operations.

Self-nominations and peer nominations are both welcomed for all individual Staff Leadership and Excellence Awards Categories.

Criteria:

1. Innovative Dining Concepts

- Demonstrate groundbreaking and original dining concepts, showcasing unique menus, techniques, or experiences that have significantly enhanced cruise dining.

2. Creative Leadership

- Provide examples of visionary leadership that inspires others, fosters creativity and drives continuous improvement within the F&B programme.

3. Exceptional Guest Experiences

- Outline distinctive and memorable dining or beverage experiences that exceed guest expectations. Highlight how the nominee's approach sets new standards for cruise dining through innovation, creativity, and a commitment to excellence.

4. Industry Impact

- Demonstrate the broader impact of your initiative on the cruise industry. Provide examples of how they have set new trends, influenced dining practices, or garnered recognition through F&B industry awards, media coverage, or peer acknowledgments.

Supporting Materials

- Include relevant visuals, documentation, awards, or media coverage that illustrate your leadership, innovation, and impact. Showcase how the candidate has pushed boundaries and earned recognition within your company and the cruise industry.

Vendor/Supplier Awards

Food Innovation Award

The Food Innovation Award celebrates a groundbreaking food product that has been launched within the last three years and has redefined the cruise dining experience. This award honours products that demonstrate exceptional quality, originality, and guest appeal, showcasing creativity and innovation in food offerings.

The award highlights a product that elevates onboard dining, sets new standards for culinary excellence, and contributes to the overall guest experience. It recognises the role of innovative food products in shaping the future of cruise cuisine and enhancing the industry's reputation for exceptional dining.

Eligibility:

This award is open to:

- Food products launched within the last three years.
- Products that have been utilized on at least one cruise ship or cruise-operated private island.
- Products that showcase exceptional quality, originality, and strong guest appeal.

Criteria:

1. Originality and Creativity

- Highlight the unique features of the food product, including its alignment with emerging culinary trends and innovative presentation.
- Showcase how the product introduces fresh ideas to onboard dining and differentiates itself from existing offerings.

2. Product Quality and Appeal

- Provide examples of how the product is currently used on cruise ships, including which cruise line/s.
- Demonstrate exceptional flavor profiles, ingredient quality, and overall guest satisfaction.
- Include evidence of the product's ability to meet or exceed expectations in taste and presentation.

3. Impact on Guest Experience

- Illustrate how the product enhances onboard dining experiences and contributes to memorable guest moments.
- Highlight its role in creating a unique and enjoyable culinary journey for passengers.

Supporting Materials

- Include visuals, such as high-quality images or videos, showcasing the product's design, presentation, and appeal.
- Provide specifications, testimonials, and relevant documentation that highlight the product's success, impact, and alignment with the award criteria.
- Sustainability (Optional) Provide examples of how the food product incorporates sustainable practices, such as ethical sourcing, eco-friendly packaging, or waste reduction.

Vendor/Supplier Awards

Beverage Innovation Award

The Beverage Innovation Award recognises an exceptional beverage product launched within the last three years that has transformed the cruise experience through outstanding quality, originality, and guest appeal. This award celebrates creativity and innovation in beverage concepts, highlighting products that enhance onboard drink offerings and elevate the overall guest experience.

Eligibility:

This award is open to:

- Beverages launched within the last three years.
- Beverages that have been utilized on at least one cruise ship or cruise-operated private island.
- Products that showcase exceptional quality, originality, and strong guest appeal.

Criteria:

1. Originality and Creativity

- Highlight the unique features of the beverage product, including its alignment with emerging beverage trends and innovative presentation.
- Showcase how the product introduces fresh ideas to onboard drink offerings and differentiates itself from existing options.

2. Product Quality and Appeal

- Provide examples of how the beverage is currently used on cruise ships, including which cruise line/s.
- Demonstrate exceptional flavor profiles, ingredient quality, and overall guest satisfaction.
- Include evidence of the product's ability to meet or exceed expectations in taste and presentation.

3. Impact on Guest Experience

- Illustrate how the beverage enhances onboard drink offerings and contributes to memorable guest moments.
- Highlight its role in creating a unique and enjoyable beverage experience for passengers.
- Showcase efforts to align with environmental and social responsibility goals.

Supporting Materials

- Include visuals, such as high-quality images or videos, showcasing the product's design, presentation, and appeal.
- Provide specifications, testimonials, and relevant documentation that highlight the product's success, impact, and alignment with the award criteria.
- Sustainability (Optional) Provide examples of how the beverage incorporates sustainable practices, such as ethical sourcing, eco-friendly packaging, or waste reduction.

Vendor/Supplier Awards

Eco-Pioneer Award

This award celebrates suppliers who demonstrate exceptional commitment to sustainability and innovation in food and beverage products, technology, or operations within the cruise industry. It honors those who lead the way in eco-friendly practices while enhancing the onboard guest experience.

Eligibility:

This award is open to all food, beverage, or technology companies serving the cruise industry.

Criteria:

1. Commitment to Sustainability

- Showcase how the product, technology, or company incorporates eco-friendly practices, such as ethical sourcing, sustainable packaging, waste reduction, or energy efficiency.
- Provide evidence of alignment with environmental and social responsibility goals, including measurable impacts or certifications.

2. Quality, Originality, and Creativity

- Highlight the unique quality and features of the product or technology, including alignment with emerging trends and innovative solutions.
- Provide examples of how the product or technology is currently used on cruise ships or private islands, including specific cruise lines.

3. Impact on Guest Experience

- Illustrate how the product, technology, or company enhances onboard dining or beverage experiences and contributes to memorable guest moments.

Supporting Materials

- Submit visuals, such as photos, videos, or infographics, that showcase the product or company's eco-friendly features and impact.
- Provide case studies or success stories demonstrating measurable results, such as reduced waste, improved efficiency, or guest satisfaction.
- Include relevant data, certifications, or testimonials that validate the product's or company's contributions to sustainability and innovation.

Vendor/Supplier Awards

Trailblazing F&B Technology Award

This award honors groundbreaking technology or equipment solutions that transform food and beverage operations and guest experiences within the cruise industry. It celebrates innovations that drive efficiency, enhance service quality, and elevate the onboard dining and beverage experience, setting new standards for excellence.

Eligibility:

This award is open to all technology, equipment, software and related products and companies serving the cruise industry.

Criteria:

1. Innovation and Originality

- Highlight the groundbreaking features of the technology or equipment, showcasing how it introduces new ideas, solves operational challenges, or sets new standards in F&B operations.
- Demonstrate how the product stands out from existing solutions in the industry.

2. Design and Functionality

- Showcase the product's benefits, superior design, ease of use, and/or seamless integration into F&B operations.
- Provide evidence of how the technology enhances workflow, reliability, and user experience for staff and/or guests.

3. Operational Excellence and Experience Enhancement

- Provide measurable examples of how the technology or equipment improves efficiency, reduces costs, and optimizes service delivery in onboard dining or beverage programs.
- Demonstrate its contribution to streamlining processes, ensuring smoother workflows, reduced downtime, and improved service quality across F&B operations.
- Highlight how the product enhances the crew's work experience, improving usability, job performance, and overall guest satisfaction through innovative features or simplified processes.

Supporting Evidence

- Include visuals, such as high-quality images or videos, showcasing the product's design, functionality, and impact.
- Provide detailed specifications, case studies, testimonials, and relevant documentation that demonstrate the product's success and measurable contributions to the cruise industry.

Vendor/Supplier Awards

Best New Product Award

The Best New Product Award for F&B@Sea 2026 celebrates a groundbreaking food, beverage, or technology product that stands out as the most innovative and impactful at the show. This award recognizes a breakthrough product that demonstrates exceptional creativity, originality, and potential to transform the cruise food and beverage industry.

This award honors the “best at show” product that reigns supreme at F&B@Sea 2026, earning extra special recognition for its ability to inspire, innovate, and set new benchmarks for excellence. It celebrates the product that truly defines the spirit of innovation and creativity at this year’s event.

Eligibility:

This award is open exclusively to the vendors and exhibitors at F&B@Sea 2026 who meet the following criteria:

- The product must be officially showcased by a vendor or sponsor at the F&B@Sea 2026 event.
- The product can be a food item, beverage, or related technology solution related to the cruise F&B industry.

Criteria:

1. Originality and Creativity

- Highlight the unique features of the product, including its innovative design, concept, or application.
- Showcase how the product aligns with needs or emerging trends in the cruise F&B industry.

2. Why This Product Deserves Special Recognition

- Provide strong reasons, data, testimonials, and/or feedback from industry professionals – explaining why this product stands out at F&B@Sea 2026.
- Demonstrate how the product goes above and beyond others in terms of innovation, creativity, and impact.
- Explain why this product is the one that reigns supreme at this year’s event, deserving this extra special recognition.

Supporting Materials

Nominees should submit the following:

- Visuals, product specifications, photos, or links to videos of the product.
- Documentation showcasing the product’s creativity, and why it deserves to be recognized as the best at F&B@Sea 2026.