



KEY DATES

Final Submission Deadline
5 APRIL 2024

Awards Ceremony at Gala Dinner
26 JUNE 2024

FAB AWARDS REQUIREMENTS AND JUDGING CRITERIA

The Airport Food & Beverage (FAB) + Hospitality Conference and Awards has played a critical role in the sector's qualitative revolution over the past decade. It is the only global airport F&B event, one that champions and rewards excellence while also helping to chart a progressive path for the industry.

Airport FAB + Hospitality Conference & Awards will encompass all aspects of airport food & beverage, lounges, and other related hospitality services.

It is also on this premise that the highly coveted FAB Awards are extended to include hospitality elements. The FAB Awards are further expanded to recognise and celebrate those who have made a positive impact via Environment, Social and Governance (ESG) initiatives.

All entries shall be reviewed and assessed by an independent panel of judges comprising relevant experts and professionals. Shortlisted finalists will be notified in early May and have the opportunity to attend the event in Ontario, California on 25-26 June 2024. Winners of the FAB Awards will be announced at the Awards Ceremony taking place during the Gala Dinner on 26 June.

The FAB Awards categories this year are:

1. Airport 'Food to Go' Offer of the Year
2. Airport Bar or Pub of the Year
3. Airport Casual Dining Restaurant of the Year
4. Airport Chef of the Year
5. Airport Coffee or Tea Shop of the Year
6. Airport Customer/Hospitality Initiative of the Year
7. Airport Food & Beverage Offer of the Year
8. Airport Food & Beverage Offer Best Representing Sense of Place of the Year
9. Airport Food Hall of the Year
10. Airport Health-Centred Offer of the Year
11. Airport Lounge Food & Beverage Offer of the Year
12. Airport Lounge of the Year
13. Airport Restaurant Design of the Year
14. Airport Diversity, Equity & Inclusion Initiative of the Year
15. Airport Food & Beverage Marketing Campaign of the Year
16. Airport New Food & Beverage Opening of the Year
17. Airport Sustainability & Environmental Initiative of the Year

Submission Requirements

- ★ Eligibility period is 1 July 2023 to 29 February 2024.
- ★ Written summary describing the entry and why the entry should win the FAB Award for the specific category.
- ★ The nomination entry may be supported with pertinent details, images, video, collateral, etc.
- ★ A short quote summarising why the nominee(s)/nomination is deserving of the recognition, including a high-resolution image which can be used for media purposes (online editorial, print, etc.)

A nominal fee of USD199 per submission shall be payable via the submission portal at <https://airportfab.events/the-fab-awards-2024/>.

The portal has been enhanced to facilitate provision of pertinent details including images, video, and supporting collateral per entry. Companies submitting entries are encouraged to allow ample time for uploading all materials.

Assessment Criteria

Entries shall be assessed by the independent panel of judges based on the criteria listed under each category.



FAB AWARDS CATEGORIES 2024

Airport 'Food to Go' Offer of the Year

A vital element of many airports' F&B offers, food to go concepts present an opportunity for innovation, experience and outstanding design – but with speed of service also essential.

This category focuses on businesses providing innovative, high-quality, value-for-money ingredients and products. The food will include the obvious and ubiquitous as well as the niche and surprising; breakfast, lunch and dinner offers, picnic boxes, sandwiches, baguettes, wraps and other bread-based snacks; patisserie, cakes, muffins, waffles, sushi, sashimi, bento, seafood, satay, soups, salads, fresh fruit, samosas, spring rolls, regional specialities, sausages – any food that is sold as 'food to go' at an airport. Judges will consider the following criteria.

1. **Innovation:** Evaluate the level of innovation demonstrated by the food to go concepts and offerings.
2. **Quality:** Assess the quality of the ingredients and products used in the food to go offerings.
3. **Value for Money:** Evaluate the value for money provided by the food to go offerings. Consider the pricing in relation to the quality and portion size.
4. **Speed of Service:** Consider the speed and efficiency of the service provided. Evaluate the ability of the food to go concepts to deliver prompt service without compromising on quality.
5. **Variety and Range:** Assess the variety and range of food options available in the food to go offerings. Consider the diversity of cuisines, flavours, and dietary options.
6. **Design and Presentation:** Evaluate the design and presentation of the food to go concepts. Consider the overall aesthetic appeal, packaging, and visual presentation of the offerings.
7. **Customer Experience:** Assess the overall customer experience provided by the food to go offerings. Consider factors such as cleanliness, staff attentiveness, and customer satisfaction.
8. **Sustainability:** Evaluate the commitment to promoting sustainable and environmentally conscious practices. Consider the sustainability practices and initiatives incorporated in the food to go concepts.

Airport Bar or Pub of the Year

A memorable bar or pub should have top-class atmosphere and hospitality, and of course, a superb array of beverages including alcohol and beer. The category should not be confused with casual dining restaurants, whose prime business is to sell food but might have a bar within the restaurant.

Many of us can no doubt recall with a smile a memorable bar or pub discovered while on holiday, travelling for work while alone or with a colleague, or perhaps just out with friends or family. It's that magical atmosphere in a bar or pub where everything is just right: the people – both customers and staff, a chance to chat, the 'craic', the calm, the hospitality, the welcome, the choice and presentation of drinks, the design, the heritage, the comfort, the space, the authenticity, the noise of conversation, the lighting, the food, the entertainment, the refuge, the oasis – just the perfect place to relax and chill with people you are happy to be with. Judges will consider the following criteria.

1. **Atmosphere:** Evaluate the overall atmosphere and ambience of the bar or pub. Consider factors such as lighting, music, seating arrangements, and decor.
2. **Beverage Selection:** Evaluate the breadth and quality of the beverage selection, including alcoholic and non-alcoholic options. Consider the variety of beers, wines, spirits, cocktails, and speciality drinks available.
3. **Presentation:** Assess the presentation of beverages, including the quality of glassware, garnishes, and overall visual appeal.
4. **Comfort and Space:** Evaluate the comfort and space provided by the bar or pub. Consider factors such as seating arrangements, space between tables, and overall layout.
5. **Authenticity:** Assess the authenticity of the bar or pub. Consider its ability to provide a genuine and true representation of the local or regional bar culture.
6. **Customer Feedback:** Consider customer feedback and reviews of the bar or pub. Take into account online ratings, testimonials, and customer recommendations.



FAB AWARDS CATEGORIES 2024

Airport Casual Dining Restaurant of the Year

One of our most hotly contested categories over the years, this award is intended for restaurants where food must account for more than 60% of sales and not to be confused with the Airport Bar or Pub of the Year category.

Not all passengers are in a hurry. Some have simply arrived early or are in transit with time between flights. Whatever the reasons for extended dwell time, they simply want to enjoy a range of quality food in a comfortable, full-service casual dining restaurant.

Does your restaurant have the menu offer, environment and service to attract and delight passengers?

Your restaurant might be part of a regional, national or international branded chain or a local, independently owned restaurant. Whatever the ownership, it's the quality of food, excellence in service and commercial success that matters. Judges will consider the following criteria.

1. **Food Quality:** Evaluate the quality of the food served at the casual dining restaurant. Consider factors such as taste, presentation, freshness of ingredients, and culinary creativity.
2. **Menu Variety:** Assess the variety and diversity of the menu offerings. Consider the range of cuisines, flavours, and dietary options available.
3. **Service Excellence:** Evaluate the level of service provided by the restaurant staff. Consider factors such as attentiveness, friendliness, and knowledge of the menu.
4. **Comfort and Ambiance:** Assess the comfort and ambiance of the restaurant. Consider factors such as seating arrangements, lighting, decor, and overall atmosphere.
5. **Innovation:** Evaluate the level of innovation demonstrated by the restaurant. Consider unique menu concepts, creative dishes, or innovative approaches to customer service.
6. **Sustainability and Social Responsibility:** Consider the restaurant's commitment to sustainability and social responsibility. Evaluate practices such as waste management, use of eco-friendly materials, support for local suppliers, or involvement in community initiatives.
7. **Customer Feedback and Reviews:** Consider customer feedback and reviews of the restaurant. Take into account online ratings, testimonials, and customer recommendations.

Airport Chef of the Year

Airport Chef of the Year has many responsibilities on his/her shoulders. Besides being outstanding in designing and curating menus, the chef is also talented in cooking and presenting a creatively delightful, delicious, and nutritious dish for the customer. In an important nod to sustainability, the Airport Chef will also use fresh, locally sourced ingredients where possible.

The in-house Airport Chef is well-aware of the airport setting and cognizant of diverse travellers' needs, ranging from dietary requirements, food allergies, cultural or religious considerations, etc.

The Airport Chef of the Year should also demonstrate exceptional passion and leadership, guiding his or her team to ensure a safe, hygienic, efficient, and well-organised kitchen setting.

Please note this award is specific to chefs at single airports. Judges will consider the following criteria.

1. **Culinary Excellence:** Evaluate the chef's culinary skills and expertise. Consider factors such as creativity, technique, flavour combinations, and presentation.
2. **Menu Curation:** Assess the chef's ability to design and curate menus. Consider factors such as variety, balance, and suitability for the airport setting.
3. **Use of Fresh, Local Ingredients:** Evaluate the chef's commitment to using fresh, locally sourced ingredients. Consider the chef's efforts to support local farmers and suppliers, reduce food miles, and promote sustainability.
4. **Dietary Accommodations:** Assess the chef's ability to accommodate diverse dietary needs. Consider how well the chef can cater to vegetarian, vegan, gluten-free, and other special dietary requirements.
5. **Timely Service and Sustainability:** Evaluate the chef's ability to serve food conveniently and sustainably. Consider the use of sustainable or recyclable tableware, containers, and packaging.
6. **Passion and Leadership:** Assess the chef's passion for their craft and their ability to lead and inspire their team. Consider their commitment to maintaining a safe, hygienic, and well-organised kitchen environment.
7. **Customer Feedback and Satisfaction:** Consider customer feedback and satisfaction ratings of the chef's dishes. Take into account online reviews, testimonials, and customer recommendations.
8. **Adaptability and Creativity:** Evaluate the chef's ability to adapt to the unique challenges and opportunities presented by the airport setting. Consider their creativity in designing dishes that are both delicious and suitable for travellers on the go.



FAB AWARDS CATEGORIES 2024

Airport Coffee or Tea Shop of the Year

Coffee and tea shops are pivotal to every airport's F&B offer. Whether it's a big international brand, a small local coffee shop chain or a unique individual outlet, each has their part to play.

In a coffee-conscious world, customers are increasingly knowledgeable and discerning. They expect quality coffee that is sustainably sourced, expertly brewed, etc.; a range of tasty and interesting foods which may include sandwiches, panini, pastries, cakes, etc.; friendly, efficient service and somewhere comfortable to relax.

But it's not just about coffee. There is an abundance of traditional, new and innovative hot beverages available for passengers to enjoy during their dwell time at the airport. In recent years we have witnessed surging demand for blends of tea along with herbal, flavoured infusions or high-quality chocolate drinks. Judges will consider the following criteria.

1. **Coffee or Tea Quality:** Evaluate the quality of the coffee or tea served at the shop. Consider factors such as taste, aroma, freshness, and brewing technique. For coffee, assess the sources, quality of espresso shots, milk- or plant-based milk beverages, and alternative brewing methods. For tea, consider the variety, quality of leaves, and brewing expertise.
2. **Beverage Variety:** Assess the range and variety of beverages offered. Consider the selection of coffee and tea options, including different origins, blends, flavours, and brewing methods.
3. **Food Offering:** Evaluate the food offering at the shop. Consider the quality, variety, and freshness of foods such as sandwiches, panini, pastries, cakes, and other snacks.
4. **Service and Efficiency:** Assess the level of service and efficiency provided by the shop staff. Consider factors such as friendliness, knowledge of the menu, speed of service, and attention to detail.
5. **Comfort and Relaxation:** Evaluate the shop's ambience and comfort for customers. Consider factors such as seating arrangements, lighting, decor, and overall atmosphere.
6. **Innovation and Trends:** Assess the shop's ability to embrace innovation and stay ahead of coffee or tea trends. Consider any unique or innovative beverage offerings, such as speciality coffee brewing methods, tea blends, or creative flavours.
7. **Sustainability and Ethical Practices:** Consider the shop's commitment to sustainability and ethical practices. Evaluate factors such as the use of organic, fair-trade, or ethically sourced coffee and tea.
8. **Customer Feedback and Satisfaction:** Consider customer feedback and satisfaction ratings for the shop. Take into account online reviews, testimonials, and customer recommendations.

Airport Customer/Hospitality Initiative of the Year

This award seeks to recognise food-related initiatives that enhance the traveller experience throughout the airport. We want to hear about hospitality initiatives – delivered through physical and/or digital touchpoints – that made the customer smile, remember their airport journey and that boosted traveller satisfaction levels for the airport/concessionaire.

What outstanding initiatives from your company and teams will you nominate? Judges will consider the following criteria.

1. **Customer Experience Enhancement:** Evaluate how the initiative enhances the overall customer experience at the airport. Consider the impact it has on improving traveller satisfaction, engagement, and enjoyment.
2. **Innovation and Creativity:** Assess the level of innovation and creativity demonstrated by the initiative. Consider unique approaches, creative ideas, and out-of-the-box thinking.
3. **Impact and Effectiveness:** Evaluate the impact and effectiveness of the initiative in achieving its intended goals. Consider measurable outcomes, such as increased customer satisfaction levels, positive feedback, or improved revenue generation.
4. **Hospitality and Personalisation:** Assess the initiative's focus on hospitality and personalised experiences. Consider how it creates a warm, welcoming, and personalised environment for customers.
5. **Physical and Digital Touchpoints:** Evaluate how the initiative uses both physical and digital touchpoints to engage customers. Consider how it integrates technology, mobile apps, websites, or other digital platforms to enhance the customer experience.
6. **Memorability and Emotional Connection:** Assess the ability of the initiative to create memorable and emotionally engaging experiences for customers. Consider how it evokes positive emotions, creates a sense of delight, or leaves a lasting impression on travellers.
7. **Team Collaboration and Execution:** Evaluate the level of teamwork and collaboration involved in executing the initiative. Consider how different teams within the company or concessionaire worked together to bring the initiative to life.
8. **Customer Feedback and Testimonials:** Consider customer feedback and testimonials regarding the initiative. Take into account online reviews, survey results, or direct customer feedback.



Airport Food & Beverage Offer of the Year

This award recognises the overall excellence of an airport's collective F&B proposition for the consumer. The award will go to the airport which judges believe provided the standout F&B offer over the past year. The award recognises investment, ambition, quality, service, Sense of Place, transformation and performance.

It encompasses all the key areas of airport food & beverage. The winner should demonstrate what makes its offer stand out. Criteria will include service standards, brand offer, consumer insights, technology, staff management, marketing and promotional activities, along with evidence of commercial success. Judges will consider the following criteria.

1. **Overall Excellence:** Evaluate the overall excellence of the airport's food and beverage offer. Consider factors such as investment, ambition, quality, service, sense of place, transformation, and performance.
2. **Service Standards:** Assess the level of service standards provided by the airport's food and beverage outlets. Consider factors such as attentiveness, friendliness, efficiency, and overall customer satisfaction.
3. **Brand Offer:** Evaluate the strength and appeal of the brands represented in the airport's food and beverage offer. Consider the variety, diversity, and quality of the brands available.
4. **Consumer Insights:** Assess the airport's understanding of consumer needs and preferences in relation to food and beverage. Consider how the airport gathers and uses consumer insights to shape its offering.
5. **Technology Integration:** Evaluate the integration of technology in the airport's food and beverage operations. Consider the use of digital platforms, mobile apps, self-service options, or other innovative technologies that enhance the customer experience.
6. **Staff Management:** Assess the management of staff within the airport's food and beverage outlets. Consider factors such as training, employee engagement, and retention.
7. **Marketing and Promotional Activities:** Evaluate the effectiveness of marketing and promotional activities associated with the airport's food and beverage offer. Consider the creativity, reach, and impact of marketing campaigns, loyalty programmes, special events, or partnerships.
8. **Commercial Success:** Consider the commercial success of the airport's food and beverage offer. Evaluate factors such as revenue growth, profitability, and customer spending patterns.

Airports are often rightly criticised by passengers for their sameness and blandness; homogenous glass and steel constructions with similar shops, F&B and services offering look-alike merchandise, menus and brands, etc.

This lack of identity with the culture, cuisine and heritage of the country or local community (whether real or perceived) can be addressed by providing a true 'Sense of Place' at the airport. What better way to address this than through the food & beverage offered to passengers – an offer and environment reflecting the tastes, traditions, history and culture of a city, region or country, all provided with a unique style of service and welcoming hospitality.

If your airport F&B offer truly reflects local tastes, traditions, culture and community values, we want to hear about it. The F&B offer should also capture the soul and personality of its city, region or country. Transporting a renowned local eatery to the airport or offering local food favourites won't be enough.

The winning outlet must cry out 'Sense of Place' as well as 'Taste of Place', across its concept, design and offer, evoking the essence of the location to local and foreign travellers alike. Judges will consider the following criteria.

1. **Authenticity:** Evaluate the authenticity of the airport's food and beverage offer in representing the local tastes, traditions, culture, and community values. Consider how well the outlets capture the essence of the location and provide an authentic culinary experience.
2. **Culinary Diversity:** Assess the diversity of the culinary offerings within the airport's food & beverage outlets. Consider the range of local dishes, regional specialities, and traditional cuisine represented.
3. **Design and Ambience:** Evaluate the design and ambience of the outlets in relation to their representation of the location's soul and personality. Consider how well the concept, decor, and ambience reflect the cultural and aesthetic aspects of the city, region, or country.
4. **Unique Style of Service:** Assess the service style and hospitality provided by the outlets. Consider how well the staff embody the local warmth, friendliness, and hospitality, creating a memorable and welcoming experience for travellers.
5. **Integration of Local Ingredients:** Evaluate the extent to which the outlets incorporate local ingredients into their menus and dishes. Consider the use of locally sourced produce, traditional spices, and culinary techniques that highlight the region's flavours.
6. **Conceptual Cohesion:** Assess the overall conceptual cohesion of the outlets in capturing the Sense of Place. Consider how well the outlets align with the location's identity, heritage, and cultural significance.
7. **Cultural Education and Awareness:** Evaluate the outlets' efforts to educate and create awareness about the local culture, history, and culinary traditions. Consider any initiatives, displays, or interactive experiences that enhance travellers' understanding and appreciation of the location's heritage.
8. **Customer Feedback and Satisfaction:** Consider customer feedback and satisfaction ratings for the outlets. Take into account online reviews, testimonials, and customer recommendations.



Airport Food Hall of the Year

Food halls are very much the mainstay of many airports' F&B passenger offers. When executed well, they are among the most vibrant centres of activity and dining excellence. Good food halls provide a wide variety of food for all ages, tastes and budgets, fast and with fair value. Key elements include freshness, diversity of offer through the day and evening, efficiency conducive to the travel environment and exceptional food and service.

The food hall provides a range of F&B offers – sometimes branded, from fast food, hand-held snacks to full meals and hot and cold beverages. In recent years, the trend has been towards a 'Market style' formula, comprising a variety of food choices, some cooked to order in front of the customer.

A major benefit of this type of F&B offer is that individuals, families and other large groups can all enjoy the style of food they want to eat at the price they want to pay.

Moreover, the customer is fully in control of the amount of time spent eating and drinking, as service speed is normally fast and efficient. Judges will consider the following criteria.

1. **Variety and Diversity:** Evaluate the range and diversity of food options available within the airport's food hall. Consider the variety of cuisines, flavours, and dining concepts represented.
2. **Freshness and Quality:** Assess the freshness and quality of the food served within the food hall. Consider the use of fresh ingredients, sourcing practices, and adherence to food safety and hygiene standards.
3. **Efficiency and Speed:** Evaluate the efficiency and speed of service within the food hall. Consider the processes, layout, and staffing that contribute to quick and seamless dining experiences.
4. **Fair Value:** Assess the value for money provided by the food hall. Consider the pricing in relation to the quality and portion sizes of the dishes.
5. **Customer Satisfaction:** Consider customer satisfaction levels within the food hall. Evaluate customer feedback, reviews, and ratings.
6. **Market-Style Experience:** Assess the food hall's ability to create a vibrant and market-style experience. Consider the ambience, layout, and interaction between customers and food vendors.
7. **Family-Friendly Environment:** Evaluate the food hall's suitability for families and large groups. Consider the availability of options catering to different age groups, child-friendly menus, and seating arrangements that accommodate larger parties.
8. **Exceptional Food and Service:** Assess the overall level of food and service excellence within the food hall. Consider the quality and presentation of dishes, as well as the attentiveness, friendliness, and professionalism of the staff.

Airport Health-Centred Offer of the Year

Healthy eating and wellbeing are no longer just trends – they are mainstays of any good F&B offer of vital importance to travellers.

Making healthy food choices allows customers to enjoy the airport dining experience, free from concern about the food preparation or in the knowledge that their diet is not affecting animal welfare.

Foodies on the move are voting with their wallets, mind and spirit when it comes to seeking a healthy alternative to fast or fried food, recognising that the right foods are not only good for their physical state but also their mental health.

Considerations such as sustainability, veganism and plant-based diets have become increasingly sought after, and airports are responding to this demand with healthy food concessions within the F&B mix. Judges will consider the following criteria.

1. **Nutritional Value:** Evaluate the nutritional value of the food & beverage offerings within the airport's health-centred offer. Consider factors such as calorie content, portion sizes, nutrient composition, and the use of wholesome ingredients.
2. **Variety and Options:** Assess the variety and range of healthy options available within the health-centred offer. Consider the diversity of cuisines, flavours, and dietary preferences catered to, including vegetarian, vegan, gluten-free, and other special dietary needs.
3. **Sustainable Sourcing:** Evaluate the commitment to sustainable sourcing practices within the health-centred offer. Consider the use of organic, locally sourced, and seasonal ingredients whenever possible.
4. **Vegan and Plant-Based Options:** Assess the availability and quality of vegan and plant-based options within the health-centred offer. Consider the creativity, taste, and variety of plant-based dishes, including plant-based proteins, dairy-free alternatives, and innovative plant-based substitutes.
5. **Allergen-Friendly Approach:** Evaluate the attention given to allergen-friendly options within the health-centred offer. Consider how well the outlets address common allergens, such as gluten, nuts, and dairy, and provide clear labelling and information about potential allergens in their dishes.
6. **Mindful Eating Experience:** Assess the overall dining experience within the health-centred offer, focusing on its contribution to customers' mental wellbeing. Consider factors such as ambience, seating comfort, and stress-free environments that promote relaxation and mindfulness.
7. **Customer Education and Engagement:** Evaluate the outlets' efforts to educate and engage customers in making healthy food choices. Consider the availability of nutritional information, cooking demonstrations, or workshops that promote healthy eating habits.
8. **Positive Customer Feedback:** Consider customer feedback and satisfaction ratings for the health-centred offer. Take into account online reviews, testimonials, and customer recommendations.



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Airport Lounge Food & Beverage Offer of the Year

Passengers who frequent airport lounges often prefer the exclusivity, quieter ambience and comforts of the lounge while waiting for their flights.

As such, they also have high expectations for the food & beverage offerings at the lounge. In a post-pandemic world, passengers may also be more conscientious about hygiene and convenience as part of the dining experience in the lounge.

In addition, a variety of food and beverages served, catering to preferences, tastes, dietary needs, freshness, convenience, quality and perhaps even evoking a Sense of Place, are all considerations for this new award for Airport Lounge F&B Offer of the Year. Judges will consider the following criteria.

1. **Variety and Diversity:** Evaluate the variety and diversity of food & beverage offerings within the airport lounge. Consider the range of cuisines, flavours, and beverage options available.
2. **Quality and Freshness:** Assess the quality and freshness of the food and beverages served in the lounge. Consider the sourcing of ingredients, preparation methods, and adherence to food safety and hygiene standards.
3. **Hygiene and Safety Measures:** Evaluate the lounge's hygiene and safety measures in the post-pandemic era. Consider practices such as enhanced cleaning protocols, contactless service options, and social-distancing measures.
4. **Convenience and Efficiency:** Assess the convenience and efficiency of the food & beverage service within the lounge. Consider factors such as self-service options, ease of ordering, and speed of service.
5. **Catering to Dietary Needs:** Evaluate the lounge's ability to cater to different dietary needs and preferences. Consider the availability of vegetarian, vegan, gluten-free, and other special dietary options.
6. **Presentation and Ambiance:** Evaluate the presentation and ambience of the lounge's food & beverage offerings. Consider the aesthetics, attention to detail, and overall dining atmosphere.
7. **Customer Satisfaction:** Consider customer satisfaction levels within the lounge. Evaluate customer feedback, reviews, and ratings.

Airport Lounge of the Year

For many travellers, the lounge is a central feature of the airport experience.

Whether your airport lounge is operated exclusively for an airline's business and first class passengers, or other brand loyalty programme passengers, you are eligible for this category.

Does your lounge offer convenient and efficient services (including food & beverage offerings) for passengers with shorter stays? Or do you offer additional, value-add, unique, exclusive amenities and services for passengers having a longer layover before their next flight?

Tell us why your airport lounge stands out amid a crowded, high-quality field. Judges will consider the following criteria.

1. **Service Excellence:** Evaluate the level of service provided by the airport lounge staff. Consider the professionalism, attentiveness, and friendliness of the personnel.
2. **Convenience and Efficiency:** Assess the convenience and efficiency of the services offered within the airport lounge. Consider factors such as check-in procedures, baggage handling, and ease of access.
3. **Value-Added Amenities:** Evaluate the presence of additional, value-added amenities and services within the airport lounge. Consider facilities such as spa services, showers, nap rooms, workspaces, and entertainment options.
4. **Food and Beverage Offerings:** Assess the quality, variety, and presentation of the food & beverage offerings within the airport lounge. Consider factors such as freshness, taste, dietary options, and availability of both alcoholic and non-alcoholic beverages.
5. **Ambience and Comfort:** Evaluate the ambience and comfort of the airport lounge. Consider factors such as seating options, lighting, noise levels, and overall atmosphere.
6. **Exclusive Access and Privacy:** Assess the exclusivity and privacy provided by the airport lounge. Consider factors such as restricted access for eligible passengers, dedicated seating areas, and private workspaces.
7. **Technological Innovations:** Evaluate the presence of technological innovations within the airport lounge. Consider factors such as high-speed internet access, charging stations, and interactive displays.
8. **Passenger Satisfaction:** Consider passenger satisfaction levels within the airport lounge. Evaluate customer feedback, reviews, and ratings.



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Airport Restaurant Design of the Year

This award, first introduced in 2018, recognises the critical role design plays in creating ambience and customer experience.

Does your restaurant have a new and exciting design concept that has wowed customers? Does it capture the allure of travel, pay homage to the magic of flight or neatly reflect the city or country at a particular airport through its design execution?

If your outlet's design tells a great story about the concept through design innovation, while still accommodating the functionality and safety needs of a restaurant at the airport, we want to hear about it. Judges will consider the following criteria.

1. **Concept and Creativity:** Evaluate the concept and creativity behind the restaurant's design. Consider how the design captures the allure of travel, pays homage to the magic of flight, or reflects the city or country where the airport is located.
2. **Aesthetic Appeal:** Assess the aesthetic appeal of the restaurant's design. Consider factors such as visual elements, colour schemes, lighting, and overall atmosphere.
3. **Functional and Practical Design:** Evaluate the functionality and practicality of the restaurant's design. Consider factors such as seating arrangements, traffic flow, accessibility, and space utilisation.
4. **Safety and Compliance:** Assess the restaurant's adherence to safety regulations and compliance standards. Consider factors such as fire safety measures, emergency exits, and hygiene practices.
5. **Integration of Storytelling:** Evaluate how the restaurant's design integrates storytelling elements. Consider how the design concept effectively communicates the restaurant's concept and narrative through visual cues, decor, or architectural elements.
6. **Innovation and Uniqueness:** Assess the level of innovation and uniqueness demonstrated in the restaurant's design. Consider the use of innovative materials, architectural features, or design techniques.
7. **Integration of Local Culture:** Evaluate how the restaurant's design incorporates elements of the local culture or destination. Consider how the design execution reflects the city or country where the airport is located, showcasing local traditions, art, or architectural styles.
8. **Customer Experience:** Consider the impact of the restaurant's design on the overall customer experience. Evaluate customer feedback, reviews, and ratings.

Airport Diversity, Equity & Inclusion Initiative of the Year

This award is for the food & beverage or hospitality operators dedicated to creating an inclusive and diverse workplace for its employees through successful policy, HR practices, and programmes.

Workplace diversity covers a vast range including race, age, nationality, ethnicity, culture, gender identity, physical and mental ability. Embracing diversity, particularly in senior leadership, encourages innovation, improves decision-making, reduces corporate misconduct, and improves financial returns.

The winning awardee will have demonstrated successful outcomes of its initiatives as well as evidence on the sustainability of its diversity, equity and inclusion (DE&I) policies. Judges will consider the following criteria.

1. **Policy and Commitment:** Evaluate the organisation's policies and commitment to DE&I. Consider the presence of clear and comprehensive DE&I policies that promote a diverse and inclusive workplace.
2. **Diversity in Leadership:** Assess the organisation's efforts to promote diversity in senior leadership positions. Consider the representation of diverse individuals in executive and managerial roles.
3. **HR Practices and Programmes:** Evaluate the organisation's HR practices and programmes related to DE&I. Consider initiatives such as diversity training, mentoring programmes, employee resource groups, and recruitment strategies that promote diversity and inclusion.
4. **Employee Engagement and Satisfaction:** Assess the impact of the organisation's DE&I initiatives on employee engagement and satisfaction. Consider factors such as employee surveys, feedback mechanisms, and retention rates.
5. **Successful Outcomes:** Evaluate the outcomes and achievements of the organisation's DE&I initiatives. Consider evidence of tangible results, such as improved representation of underrepresented groups, increased diversity in hiring and promotions, and enhanced employee engagement.
6. **Sustainability and Long-Term Impact:** Assess the sustainability and long-term impact of the organisation's DE&I policies. Consider initiatives that have a long-term vision and are embedded in the organisation's culture, rather than being short-term or superficial efforts.
7. **Innovation and Best Practices:** Evaluate the organisation's innovative approaches and best practices in promoting DE&I. Consider initiatives that go beyond traditional methods and embrace creative solutions to foster diversity and inclusion.
8. **Measurable Impact:** Consider the overall impact of the organisation's DE&I initiatives on its employees, stakeholders, and the broader community. Evaluate the organisation's ability to measure and communicate the positive impact of their DE&I efforts.



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Airport Food & Beverage Marketing Campaign of the Year

Generating footfall, increasing sales and profits, improving average transaction values, building customer loyalty and communicating the attributes and provenance of your products and services are just some of the aims of successful, imaginative and truly effective marketing and promotional campaigns.

Clear objectives with measurable targets and detailed evaluation are fundamental to determining success. Your campaign might have been in operation at one airport for a short period or a long-term national or international campaign. It might have been a joint campaign between operator and airport or operator and supplier – or perhaps all three.

This award recognises the marketing campaign which has proven successful not just in its creativity or use of technology in delivering the message, but also in meeting the objectives and targets set out. Judges will consider the following criteria.

- 1. Clear Objectives and Measurable Targets:** Assess the clarity and specificity of the campaign's objectives and the presence of measurable targets. Consider whether the objectives are well-defined and aligned with the overall marketing goals of the airport food & beverage operator.
- 2. Creativity and Innovation:** Evaluate the creativity and innovation demonstrated in the marketing campaign. Consider the uniqueness of the campaign concept, messaging, visuals, and overall execution.
- 3. Effective Communication of Product Attributes and Provenance:** Assess how well the campaign communicates the attributes and provenance of the food & beverage products and services offered. Consider whether the campaign effectively highlights the quality, uniqueness, and authenticity of the offerings.
- 4. Use of Technology and Digital Channels:** Evaluate the effective use of technology and digital channels in delivering the marketing message. Consider whether the campaign leverages digital platforms, social media, mobile apps, or other technological advancements to reach and engage the target audience.
- 5. Impact on Footfall, Sales, and Profitability:** Assess the impact of the marketing campaign on footfall, sales, and profitability. Consider whether the campaign successfully generated increased foot traffic, boosted sales, and improved profitability for the airport food & beverage operator.
- 6. Customer Loyalty and Engagement:** Evaluate the campaign's effectiveness in building customer loyalty and engagement. Consider whether the campaign successfully nurtured customer relationships, encouraged repeat visits, and fostered a sense of loyalty among customers.
- 7. Collaboration and Partnerships:** Assess the collaboration and partnerships involved in the marketing campaign. Consider whether the campaign involved joint efforts between the operator, airport, and/or suppliers.
- 8. Evaluation and Measurement:** Consider the evaluation and measurement methods used to assess the success of the marketing campaign. Evaluate whether the campaign has a robust evaluation framework in place to measure its impact against the defined objectives and targets.

Airport New Food & Beverage Opening of the Year

This award recognises the most exceptional new opening over the last year, one that delights customers while driving commercial success. It is intended to celebrate newness and fresh thinking – the lifeblood of any industry or business.

F&B is the most exciting and creative form of retailing in the world and the pace of new concept launches is relentless. Airports need to reflect and anticipate the pace of change occurring in local markets and the demands and needs of the traveller.

This award recognises the new concept which will truly strike the judges as innovative, different and daring. Judges will consider the following criteria.

- 1. Concept Creativity and Innovation:** Evaluate the creativity and innovation of the new food & beverage concept. Consider the uniqueness and originality of the concept, including menu offerings, design, branding, and overall customer experience.
- 2. Differentiation and Uniqueness:** Assess the extent to which the new opening stands out from existing offerings in the airport. Consider whether the concept brings something new and different to the market, offering a unique value proposition to customers.
- 3. Customer Delight and Engagement:** Evaluate the concept's ability to delight and engage customers. Consider factors such as the quality of food and beverages, service excellence, ambience, and overall customer satisfaction.
- 4. Market Relevance and Anticipation:** Evaluate the concept's ability to reflect and anticipate the pace of change in the local market and the needs and demands of travellers. Consider whether the concept aligns with current trends, preferences, and consumer behaviour.
- 5. Risk-taking and Daring Approach:** Assess the level of risk-taking and daringness demonstrated by the new opening. Consider whether the concept pushes boundaries, takes calculated risks, and challenges conventional norms.
- 6. Operational Excellence:** Evaluate the operational excellence of the new opening. Consider factors such as efficient service, well-trained staff, and effective management of operations.
- 7. Judge's Overall Impression:** Consider the overall impression and impact of the new opening on the judges. Assess the concept's ability to evoke excitement, enthusiasm, and admiration.



FAB AWARDS CATEGORIES 2024

Airport Sustainability & Environmental Initiative of the Year

Travellers are increasingly seeking to only spend their money on companies whose business strategies include prioritising sustainability and environmental considerations as part of their goods and service offerings.

This award category seeks to recognise the company or operator who is incorporating sustainability elements and proactively practising environmental stewardship in their food & beverage and/or hospitality offers and initiatives.

Relevant practices may include but not be limited to factors such as sourcing, waste reduction, adoption of circular economies, awareness campaigns, etc. Judges will consider the following criteria.

- 1. Sustainability Strategy and Commitment:** Evaluate the company or operator's overall sustainability strategy and commitment. Consider whether sustainability and environmental considerations are integrated into their business strategies, values, and operations.
- 2. Environmental Stewardship:** Assess the company or operator's efforts in practising environmental stewardship. Consider initiatives and practices that demonstrate a proactive approach to minimising environmental impact and promoting sustainability.
- 3. Sustainable Sourcing and Supply Chain:** Evaluate the company or operator's practices related to sustainable sourcing and supply chain management. Consider initiatives that prioritise sourcing locally, ethically, and sustainably produced ingredients and products.
- 4. Waste Reduction and Circular Economy:** Assess the company or operator's initiatives to reduce waste and promote a circular economy. Consider efforts to minimise food waste, implement effective recycling and waste management programmes, and embrace circular practices such as composting and upcycling.
- 5. Awareness and Education Campaigns:** Evaluate the company or operator's efforts to raise awareness and educate customers, employees, and stakeholders about sustainability and environmental issues. Consider initiatives such as educational campaigns, workshops, and training programmes that promote sustainable practices and behaviours.
- 6. Collaboration and Partnerships:** Assess the company or operator's collaborations and partnerships related to sustainability and environmental initiatives. Consider efforts to work with external organisations, suppliers, and stakeholders to drive collective action and create a positive impact.
- 7. Measurable Impact and Results:** Evaluate the measurable impact and results of the company or operator's sustainability initiatives. Consider evidence of progress and achievements in areas such as carbon footprint reduction, waste diversion rates, energy and water conservation, and positive social impacts.
- 8. Continuous Improvement and Innovation:** Assess the company or operator's commitment to continuous improvement and innovation in sustainability practices. Consider efforts to explore and adopt new technologies, strategies, and best practices.