INFORMATION 2027

It's the **BIGGEST** global drinks competition solely dedicated to drinks at or below 0.5%ABV

It's totally **INTERNATIONAL** in both its entries and its judges

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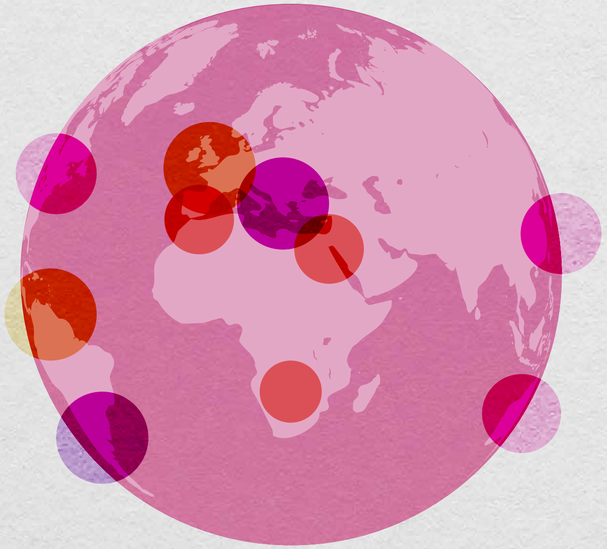
It's **SPECIALISED** in serving the needs of the alcohol-free drinks industry from entry system and judging process through to the awards themselves





SOME KEY FACTS







582 ENTRIES IN YEAR FOUR

PRODUCTS FROM 30+ COUNTRIES

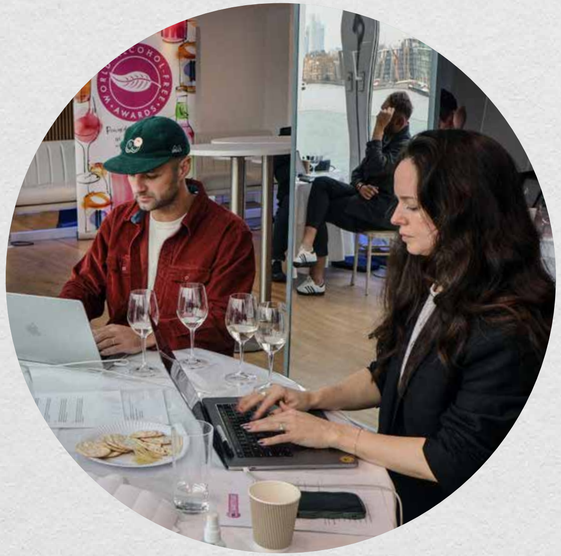
EXPERT JUDGES FROM ALL OVER THE WORLD

HOW DOES IT WORK?



WAFA IS FOCUSED

It is only open to adult drinks at or below 0.5% ABV, and its judges are experts in the field.



WAFA IS INDEPENDENT

The competition is not affiliated to any third parties. It was set up by two people - Chris Losh and Chrissie Parkinson - with decades of experience in drinks journalism, hospitality, buying, judging and alcohol-free. All tastings are conducted totally blind.



WAFA IS RIGOROUS

Its multi-stage judging processs separates the weaker products and rewards only the best with medals.

‘This is the most professional and dynamic competition in the global alcohol-free sphere. The calibre of judges involved, and the sheer quality level of the entries, is testament to the trust and respect that all of the companies who are involved with WAFA put in its expert organisers and their rigorous and well-oiled competition.’

Matthew Jukes, Founder, Jukes Cordialities

ENTRY OVERVIEW

TIMINGS

Competition opens for entries	Nov 4th 2026
Consolidated shipping closes	Feb 19th 2027
Online Entries close	Feb 26th 2027
Samples delivered by	March 5th 2027
Results published	April 14th 2027
Trophy results published	May 26th 2027

COSTS: £174/E205/US$229 per entry.
Discounts are available for companies entering five SKUs or more.

Full details on how to enter can be found under the How To Enter tab at www.worldafawards.com



WHY ENTER

WINNERS CAN

- Use WAFA logo and medals for free on websites and social media
- Order medal stickers to affix to bottles
- Buy the rights to print medals on cans/labels
- Order medal certificates for free
- Download their products' tasting note for use on marketing material



'The awards have been a great marketing boost for us - I especially have seen some traction for our Gold winners Loxton Brut and Not Guilty Pinot Grigio. It has spurred us on to expanding into the US.'

Darrin Mak, Director of Sales and Marketing, Malinda Wines, Canada

'Showcasing the medals from the World Alcohol-Free Awards on our bottles... reinforces trust in our brand and, encourages customers to buy with real confidence.'

Nerea Vilchez Gil, Global Trade Marketing Manager, Torres



WORLD ALCOHOL-FREE AWARDS
JUDGING DAY 2026