

CPG Awards by Food & Beverage Magazine Adds Frozen Foods with shelf-stable awards competition with buyers as judges

CPG Awards by Food & Beverage Magazine Adds new category - Frozen Foods to its shelf-stable awards competition with buyers as judges.
www.cpgawards.com

LAS VEGAS, NV, UNITED STATES, August 26, 2026 /EINPresswire.com/ -- [CPG Awards](http://www.cpgawards.com) by [Food](http://www.foodmagazine.com) & Beverage Magazine is now accepting registrations from packaged-food brands seeking greater visibility with retail CPG buyers and industry decision-makers. This year, the program expands beyond shelf-stable products to welcome an array of frozen-food entries for the first time.



Frozen Foods can now enter the upcoming CPG Awards by Food & Beverage Magazine

Designed for retail-ready brands, the awards offer an opportunity to showcase products that stand out through quality, flavor, convenience, packaging, and consumer appeal. From pantry staples and snacks to premium specialty items and easy meal solutions, entrants can introduce their products to buyers searching for differentiated additions to store shelves and freezer cases.

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CPG Awards by Food & Beverage Magazine just got cooler: frozen foods have officially joined the competition.”

Michele Tell

Registration is open at www.cpgawards.com. The program's listed deadline for registration and receipt of product samples is December 4, 2026.

Shelf-Stable Categories

CPG Awards welcomes shelf-stable foods in retail-ready formats including cans, pouches, bags, boxes, bottles, wrappers, and other packaged presentations.

Eligible categories include:

- Snacks, sauces, condiments, cereals, baking products, and confectionery

- Preserved foods, meal kits, gourmet products, and functional foods
- Beverages, international flavors, and specialty dietary offerings
- Baby food, pet food, and supplements

Whether it is a bold snack in a bag, premium sauce in a bottle, or pantry-ready meal in a pouch, brands are encouraged to submit products positioned for retail discovery.

Frozen Foods Spotlight

Frozen food is a growing focus for the 2026 program. Consumers continue to seek convenient meal and snack options with restaurant-inspired flavor, global influence, premium comfort-food appeal, cleaner ingredients, and simple preparation.

CPG Awards is accepting frozen products across categories such as:

- Frozen meals and meal components
- Appetizers, party foods, and breakfast items
- Frozen vegetables, sides, desserts, and sweet treats
- Pizza, pasta, and comfort-food concepts
- Plant-based and dietary-specific products
- International, chef-inspired, and family-friendly frozen foods

For frozen brands, the program provides a timely way to present new products to a retail-focused audience looking to refresh and energize the freezer aisle.

Built for Buyer Visibility

A compelling package can attract a shopper, but a memorable product can earn repeat purchase. CPG Awards is intended to help brands build awareness, strengthen credibility, and put new offerings in front of retail buyers evaluating products for shelves and freezer sections.

Emerging companies can use the platform to establish market presence, while established brands can spotlight innovation, expand buyer reach, and reinforce leadership within their categories. Enter here: www.cpgawards.com

Michele Tell

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