



Press release: Embargoed until 16 September 2009

Winners and finalists announced in the 2009 beverage innovation awards

At a glittering gala dinner in Munich, Germany, on 15 September, attended by over 500 industry representatives, the finalists and winners in the **2009 beverage innovation awards** were announced.

This year's awards programme attracted over 340 entries from 40 countries in 24 categories, celebrating excellence and innovation in the international non-alcoholic drinks industry. The gala dinner – the biggest gathering ever seen in the industry – took place during Drinktec, the world's largest drinks technology trade show. Representatives and members of awards partners UNESDA, the Union of European Beverages Associations, and WAFG, the German alcohol-free drinks association, were joined by members of other industry trade associations plus senior managers from more than 100 businesses from over 30 countries.

The awards gala dinner was introduced by FoodBev Media Chairman Richard Hall and hosted by FoodBev Media Group Editorial Director Bill Bruce and **beverage innovation** magazine Managing Editor Claire Phoenix.

Bill Bruce commented: "The non-alcoholic drinks industry has delivered an impressive range of innovations and initiatives. While the development of new flavours and new packaging keeps the industry one step ahead of consumer demand, it is also increasingly demonstrating best practice in environmental responsibility".

The **best new juice or juice drink** category was won by Preshafood of Australia for its Preshafruit juice range which uses a new high pressure processing system and is presented in unique triangular bottles. Other finalists in the category were: Fruity King of the Netherlands, for Rijp; and Cott Beverages of the UK, for Asda apple and berry 100% sparkling fruit juice. Highly commended in the category was South Korea's OKF Corporation, for Aloe Vera King.

In the category of **best new adult or gourmet drink**, the winner was PepsiCo, for Pepsi Natural, its new premium cola made from all natural ingredients. Other finalists in this category included: UK based The Juice Brewery, for Hopper Soft Brew; Pimento from France; and Coca-Cola Germany's Spirit of Georgia. Highly commended in the category was the Rabenhorst Selection range from Germany's Haus Rabenhorst.

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The **best new functional drink category**, sponsored by BENE0-Palatinit, was won by Next Generation Waters from the United States for its range of functional waters enhanced with flavours and supplements with health benefits. Other finalists in the category were: Aldi Stores of the UK, for Optifit Liquid Breakfast; Vivadis from Belgium for Maca-Loca; Milehigh Drinks of the UK for Milehigh; and PepsiCo for Lipton Linea. Highly commended in the category was UK based Shotz Health, for Big Shotz; and PepsiCo International Nordics, for SoBe Pure Rush.

The winner in the **best new children's drink** category was RDA Organic from the UK, for its Squeeezy and Sqquishy lunchbox sized juice drinks. Other finalists in the category included: UK based Little Bird, for Magic Fruit Potions; First Juice from the United States; AiQA Intelligent Water for Kids from Austria, and Good Natured of the UK for Happy Monkey.

In the **best new dairy drink** category, the winner was UK retailer Marks & Spencer for its banana, date and oat low fat pre- and probiotic dairy smoothie. Other finalists in the category included: Aldi Stores of the UK, for Optifit Liquid Breakfast; and UK based Shaken Udder, for its Shaken Udder milkshakes. Highly commended in the category was UK based Enco Products, for Nurishment Extra.

The **best new packaged water category** was won by the Danish Bottling Company for its Nornir bottled water, elegantly packed in PET which looks like glass. Other finalists in the category included: Grupo Vichy Catalan of Spain, for Font d'Or Maximum; SEEMS of Switzerland for Sembrancher Premium Swiss Water; and ABI of Belgium for 9°.

In the **best new flavoured water** category, the winner was Coca-Cola Hellenic in Austria for its Römerquelle Emotion blackberry and lime flavoured water. Other finalists in the category included: Tate & Lyle, for its Enrich Lotus Blossom flavour; and Adelholzener Alpenquellen of Germany for its Active 02, for its mango and coffee and raspberry and coffee flavours. Highly commended in the category was Germany's Ganic Water for its aromatic water range.

The **best newcomer brand or business** category was won by Fruity King of the Netherlands, for its Fruit Lab range of freshly squeezed juices and smoothies. Other finalists in the category included: Good Natured of the UK for Happy Monkey; and Preshafood from Australia, for Preshafruit. Highly commended in the category was Austria's AiQA Intelligent Water.

In the **best health initiative** category, the winner was Coca-Cola Hellenic in Hungary for its 'Wake Your Body' active lifestyle programme. Other finalists in the category included: First Juice from the United States; DSM for tensVida; and Coca-Cola Hellenic in Greece, for the Amita '5-a-day' campaign. Highly commended in the category were: Cott Beverages of the UK, for Asda apple and berry 100% sparkling fruit juice; and US based Celsius Inc, for Celsius on-the-go.



The **best new ingredient** category was won by Aquanova of Germany for its NovaSOL BCS bio-mimetic colour system. Other finalists in the category included: DSM for tensVida; and Givaudan for Sweetness Taste Solutions. Highly commended in the category were: Danisco for HOWARU probiotic straws; and Indena of Italy, for Opextan water soluble olive extract.

In the **best activation/POS/print or online campaign** category, the winner was Coca-Cola Spain for its Limon&Nada press campaign. Other finalists in the category included: Highland Spring of the UK, for 'Now, that's true love'; Masafi of the United Arab Emirates, for 'Fruitherapy'; and US based Next Generation Waters, for 'Change is in the bottle'. Highly commended in the category was: Coca-Cola Germany for the Spirit of Georgia launch.

The **best TV or cinema advertisement** category was won by Israel's Tempo Beverages, for its 'Jump' advertisement. Other finalists in the category included: Coca-Cola Spain for 'Encounter'; Coca-Cola Hellenic in Cyprus for 'Shake'; PepsiCo for 'Refresh Anthem'; and Coca-Cola Germany for 'Apollinaris Jazz'.

In the **best ethical initiative** category, the winner was PepsiCo for the PepsiCo Foundation which provides access to clean water in the developing world. Other finalists in the category included: Germany's Hermann Pfanner Getränke for Pfanner Fairtrade orange juice; and The Staging House for the Asda Dairy Bus in the UK. Highly commended in the category were: Sociedade de Central de Cervejas e Bebidas for its Agua de Luso/Associação Laço breast cancer 'Drink for life' programme; and Coca-Cola Hellenic in Italy for its relief effort in the aftermath of the Abruzzo earthquake.

The **best environmental initiative** category, sponsored by NSF International and Trucost, was won by Austria's Thonhauser, for its TM Smart Track dry lubrication solution. Other finalists in the category included: Frigoglass of Greece for its Ecocool ice cold merchandisers; Log from Germany for its compostable PLA bottles; Coca-Cola Hellenic in Romania, for its 'Adopt a river' initiative; and PepsiCo for its 'Green plant' in China. Highly commended in the category was PepsiCo, for its Tropicana 'Rescue the Rainforest' initiative.

Coca-Cola Hellenic received a Special Commendation, for "an outstanding and sustainable international contribution to water stewardship across an entire business – engaging with employees, communities, governments and NGOs to protect watersheds, raise public awareness and preserve water".

In the **best design in PET** category, the winner was the Danish Bottling Company for its Nornir bottled water, elegantly packed in PET which looks like glass. Other finalists in the category included: US based Next Generation Waters for Nuu Spring Water; and Preshafood of Australia for Preshafruit. Highly commended in the category was: Finland's Sinebrychoff for Battery.



The **best PET technology innovation** category, sponsored by Plastic Technologies Inc, was won by US based Niagara Bottling for its Eco-Air bottle. Other finalists in the category included: Germany's Log, for its PET hot-fill bottles; and Sidel Blowing Services, for Combi Predis FMa. Highly commended in the category was The Coca-Cola Company, for PlantBottle.

In the **best bottle in glass** category, the winner was Italy's Acque Minerali, for its new bottle design for Stille di Lurisia. Other finalists in the category included: Grupo Vichy Catalan of Spain, for Font d'Or Maximum; and PepsiCo, for Pepsi Natural. Highly commended in the category were: SEEMS of Switzerland for Sembrancher Premium Swiss Water; and Slovenia's Uskok for Costella.

In the **best can or alubottle** category, the winner was Kian Joo Packaging of Malaysia, for its 200 can end. Other finalists in the category included: Ball Packaging Europe for its Ball Resealable End; and Japan's Toyo Seikan Kaisha for its RFID beverage can. Highly commended in the category was Boxal of France for its high definition printing process.

The **best carton or pouch** category was won by Sweden's Ecolean Group, for its Ecolean Air Aseptic pouch. Other finalists in the category included: UK based Funkin, for Funkin Cocktail Mixers; and Spain's Volpak, for its DUOpouch. Highly commended in the category was Dolphin Productions of the Netherlands, for the Dolphin SmartPack.

In the **best new closure** category, the winner was SmartSeal, for its Fizz active closure. Other finalists in the category included: Vicap Systems, for its Vicap closure; Bericap, for its Transatlantique closure; Corvaglia, for its 26mm BTL Short Neck closure; and Seaquist Closures for its Original Sports Cap 30-25. Highly commended in the category was Elopak for its transparent carton closure for airlines.

The **best multi-pack or crate** category was won by Elopak, for its Multipull carton system. Other finalists in the category included: Coca-Cola Germany for its Apollinaris returnable crate; and RKW SE & Hartness International for Grabpack.

In the **best alternative packaging** category, the winner was Netherlands based Lightweight Containers, for its KeyKeg one-way dispensing line. Other finalists in the category included: RKW SE & Hartness International for Grabpack; and Smurfit Kappa, for its Bag-in-tube innovation. Highly commended in the category was Cubis of Cyprus, for Cubis 25A packaging.

The **best labelling or decorative finish** category, sponsored by Stora Enso, was won by US based Borojo Beverages, for Borojo organic energy drinks. Other finalists in the category included: Coca-Cola Germany for its Coke Light alubottle by Manolo Blahnik; UK based Love, for Love H2O Limited Edition; CCL Label of Austria, for Harboe Bryggeri ØKO; Liquidcool of the UK, for Liquidcool; and Israel's Polysack Plastic Industries, for Polyphane Fit-STS. Highly commended in the category were: Yxaiio of Austria, for Yxaiio pheromones; and Coca-Cola in the Czech Republic, for its Christmas hologram multi-pack.



In the final category of **best overall concept**, the winner was Preshafood of Australia, for Preshafruit. The panel awarded the prize, saying: “Preshafruit represents a new concept in juice processing, coupled with innovative packaging and a range of truly delicious, great tasting and refreshing flavours”. Other finalists in the category included: PepsiCo, for Pepsi Natural; and Fruity King of the Netherlands, for Fruit Lab.

Notes for Editors:

1. Movies showing all entries, finalists and winners can be viewed at www.foodbev.com
2. High resolution jogs of all entries, finalists and winners are available.
Contact: Jane Harris, FoodBev Media Ltd, jane.harris@foodbev.com
3. Interviews with Claire Phoenix and Bill Bruce can be arranged.
Contact: Jane Harris, FoodBev Media Ltd, jane.harris@foodbev.com
4. FoodBev, formerly Zenith International Publishing, was formed in 2000. In 2008 it had 30 staff and sales of £1.7 million.
5. The company owns foodbev.com and Food & Beverage International as well as four innovation titles – beverage innovation, cooler innovation, dairy innovation and water innovation.