



InterBev Beverage Innovation Awards finalists and winners announced

WASHINGTON, DC, United States / BATH, UK — At a special gala awards dinner at the Orange County Convention Center in Orlando, Florida, on 23 September (during InterBev 2010), attended by more than 200 industry representatives, the finalists and winners in the 2010 InterBev Beverage Innovation Awards were announced.

This inaugural awards programme attracted over 100 entries in 12 categories, designed to reward and champion innovation and excellence in the American beverage industry. A panel of industry experts met on 21 September to select the finalists and choose the winners.

The InterBev Beverage Innovation Awards is a partnership initiative by the American Beverage Association, the International Bottled Water Association and FoodBev Media's Beverage Innovation magazine. The awards gala dinner was hosted by FoodBev Media group editorial director Bill Bruce and Beverage Innovation managing editor Claire Phoenix.

FoodBev Media chairman Richard Hall introduced ABA president and CEO Susan Neely and IBWA president and CEO Joe Doss, who congratulated the industry for its innovation. "Partnering with ABA and IBWA to launch the InterBev Beverage Innovation Awards has been a successful venture, and the support of the beverage industry has been wonderful," said Richard Hall. "The award winners are true examples of the excellence and innovation in the beverage industry today and we congratulate them."

"We were delighted with the high calibre of entries in the Awards, and recognise that each and every one involves considerable investment and a determination to push through new ideas," said Claire Phoenix, addressing the audience. "This is a celebration of all that's great in this industry, and you should all feel proud to be here."

Finalists and winners

Best new ready to drink beverage

Winner: Dr Pepper Snapple Group with Mott's Medleys.
Finalists: New Leaf Brands with New Leaf Lemonade.
Bolthouse Farms, with Bom Dia Coconut Splash.

Best new functional drink

Winner: Bai Brands with Bai.
Finalists: CalNaturale with Svelte.
Tahitian Noni International with Tahitian Noni.
Beveragette Ventures with Gem.

Best new water

Winner: Patagonia Mineral S.A. with Aonni.
Finalists: Ganic Consumer Products with Ganic.
Solé Water with Solé Arte.

more...



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Best newcomer brand or business

Winner: Beveragette Ventures with Gem.
Finalists: CalNaturale with Chardonnay.
EYL Beverages with Enrich Your Life!

Best new beverage ingredient

Winner: Bai Brands with Bai.
Finalists: OKF International with Organic Aloe Vera.
Scientific Food Solutions with Aqua-Lyte.
DD Williamson with Caramel Color 520.

Best health, wellness, hydration or nutrition initiative

Winner: BlastMax – Blast Cap Technologies.
Finalists: Beveragette Ventures with Gem.
Zico Beverages with Zico.

Best new bottling, manufacturing or distribution innovation

Winner: Trustwater Group with Trustwater.
Finalists: Polymer Solutions International with DLR Pallet.
Constar/Arizona Beverages with Constar X4 technology (Rescue Water).

Best new packaging innovation – Sponsored by Portola Packaging

Winner: Crown Bevcan Europe & Middle East with Full Aperture Can End.
Highly commended: Niagara Bottling with Eco-Air Bottle 3.
Finalists: Inland Labels with Molson Coors Light Gen 2.
3M Company with Scotch Easy-Open Carry Handle Tape 8643.

Best environmental sustainability initiative

Winner: Coca-Cola Enterprises for Commitment 2020.
Highly commended: Ecolab for DryExx.
Finalists: The Coca-Cola Company for PlantBottle.
Fogel de Centroamerica for Fogel HC-12 Cooler with R290 Refrigerant.

Best marketing campaign

Winner: Miller High Life for 1-second advertisement.
Finalists: American Beverage Association for ‘Rivals’ campaign.
Dr Pepper Snapple Group for ‘Snapple Diet-Trop-A-Rocka/The Celebrity Apprentice’.
Beveragette Ventures for drinkGEM.com.

Best exhibit under 200 sq ft

Winner: Honest Tea.
Finalists: Dr Pepper Museum & Free Enterprise Insitute.
Fogel de Centroamerica SA.
Preform Solutions.

Best exhibit over 200 sq ft

Winner: Imbera.
Highly commended: Ford Commercial Trucks.
Finalists: PepsiCo.
Sweet Green Fields.
Aquafine Corporation.

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Notes for editors:

About the American Beverage Association (ABA)

The American Beverage Association is the trade association representing the broad spectrum of companies that manufacture and distribute non-alcoholic beverages in the United States. For more information on ABA, please visit the association's Web site at www.ameribev.org or call the ABA communications team at +1 202 463 6770.

About the International Bottled Water Association (IBWA)

The International Bottled Water Association is the authoritative source of information about all types of bottled waters. For more information on IBWA, please visit the association's Web site at www.bottledwater.org or call the IBWA offices at +1 703 683 5213.

About InterBev

The American Beverage Association (ABA) and International Bottled Water Association (IBWA) have once again joined together for InterBev 2010. Taking place at the Orange County Convention Center, September 22-24, 2010, InterBev 2010 is the only US conference and exhibition covering all aspects of beverages and the beverage industry. For more information, visit www.interbev.com

About FoodBev Media

FoodBev Media, based in the United Kingdom and formerly known as *Zenith International Publishing*, is a leading international food and drink publisher of magazines including: Beverage Innovation; Water Innovation; Dairy Innovation; Cooler Innovation; and Food & Beverage International; as well as the world's fastest growing food and beverage industry Web site – www.foodbev.com. FoodBev Media is also the leading organizer of international awards in the food and drink industries.

About Beverage Innovation

First published in 2000 as *softdrinksworld*, Beverage Innovation is the only monthly magazine to focus on product innovation in every sector of the international beverage industry. Published by FoodBev Media, Beverage Innovation is read by over 15,000 decision makers in over 40 countries. For more information, visit www.foodbev.com

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