

PRESS RELEASE

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## **InterBev Awards 2012 finalists and winners**

At a special gala dinner at the Encore at Wynn in Las Vegas on October 17th, 2012, the finalists and winners in the InterBev Awards 2012 were announced.

The awards were a highlight of the InterBev trade show organised by Nuremberg Messe North America, supported by the American Beverage Association. The InterBev Awards 2012 are kindly sponsored by SmartSeal.

Announcing the InterBev Awards, American Beverage Association president & CEO Susan K. Neely wrote to ABA members recommending participation. "One word sums up InterBev 2012 – innovation. This is clearly no surprise considering that is what our great industry is all about – from providing consumers with myriad beverage options to exhibiting leadership on important societal issues. That very innovation is highlighted through the InterBev Awards 2012. Brought to you by FoodBev Media."

The InterBev Awards 2012 attracted over 170+ entries from 15 countries in 30 categories – demonstrating creativity, innovation and best practice from packaging and environmental responsibility to flavour, functionality and marketing.

All entries feature in a Showcase magazine which was available at the Awards Gala Dinner in Las Vegas and distributed with issue 100 of Beverage Innovation magazine which also features a review of the event and announces and profiles the finalists and winners.

### **InterBev Awards 2012 results**

#### **Best bottled water**

Winner: Nestlé, Switzerland, Nestlé Waters Pure Life Protect

Finalists in this category were:

Balance, USA, Balance

Maison Eau Matelo, Canada, DE L'AUBIER

#### **Best energy drink**

Winner: Celestial Seasonings, USA, Enerji Green Tea Energy Shots

Finalists in this category were:

Limitless Group, LLC USA, Limitless Smart Shot

Scheckter's Organic Beverages Ltd, UK, Scheckter's OrganicEnergy

XYIENCE, USA, XYIENCE Xenergy

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### **Best functional drink**

Winner: Shadow Beverages & McLean Design, USA, GNC Beverages

Finalists in this category were:

Energ d.o.o, Slovenia, Respresso

Kino Biotech Co.Ltd, Singapore, Kinohimitsu J'pan BodySlen Drink

SAMBAZON, USA, SAMBAZON SUPERGREENS with Kale + Ginger Superfood Smoothie

### **Best juice or juice-based drink**

Winner: true fruits GmbH, germany, true fruits juice - apple, pear + raspberry

Finalists in this category were:

PomeGreat, UK, PurePlus Pomegranate Juice Drink

The FaVe Juice Company, USA, FaVe

### **Best organic beverage**

Winner: SAMBAZON, USA, SAMBAZON SUPERGREENS with Kale + Ginger Superfood Smoothie

Finalists in this category were:

green coco europe gmbh, Germany, Dr. Antonio Martins Coco Juice

SAMBAZON, USA, SAMBAZON SUPERGREENS Chocolate + Almond + Coconut Milk

Scheckter's Organic Beverages Ltd, UK, Scheckter's OrganicEnergy

### **Best powdered drink**

Winner: LC Beverages Ltd, USA, LASTCALL

Finalists in this category were:

Celsius, Inc., USA, Celsius Outrageous Orange On-the Go Powder Sticks

Krisda Premium Stevia Extract, Canada, Krisda Splash

### **Best ready to drink tea or coffee**

Winner: Gizmo Beverages, USA, Tea of a Kind (powered by gizmo)

Finalists in this category were:

Alpina Foods, USA, Juan Valdez Cafe Latte

Fast Drinks, Spain, Self-Heating Cans 2GO

### **Best recovery drink**

Winner: The FRS Company, USA, FRS Healthy Protein

Finalists in this category were:

Freedom Brands Ltd, UK, Go Coco - putting you on the road to recovery

LC Beverages Ltd, USA, LASTCALL

### **Best sparkling beverage**

Winner: Talking Rain, USA, Sparkling ICE Coconut Pineapple

Finalists in this category were:

Onli Beverages, USA, Onli range

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### **Best sports drink**

Winner: NthDegree Innovations Inc., USA, Nth Degree Low GI Performance Drink

Finalists in this category were:

Olgerdin hf, Iceland, V-Sport

Shadow Beverages & McLean Design, USA, GNC Beverages

### **Best beer**

Winner: The Bronx Brewery, LLC, USA, Bronx Pale Ale

Finalists in this category were:

Winery Exchange, USA, Hopper Whitman Summer Wheat

Winery Exchange, USA, WingWalker

### **Best wine**

Winner: Winery Exchange, USA, Acronym

Finalists in this category were:

Echelon Vineyards, USA, Echelon

Ogio Wines, USA, Ogio

### **Best newcomer brand or business**

Winner: LC Beverages Ltd, USA, LASTCALL

Finalists in this category were:

Social Blends LLC, USA, Slim Lizzy's Cocktails

VendScreen, USA, VendScreen Revolution

### **Best environmental sustainability initiative**

Winner: The Coca-Cola Company, USA, Innovative Beverage Process Water Recovery System

Finalists in this category were:

Emerson Industrial Automation - Power Transmission Solutions, USA, System Plast™ conveyor components

Nestlé, Switzerland, Nestlé Waters Agrivair

### **Best beverage ingredient concept**

Winner: Archer Daniels Midland Company, USA, CLARISOY Isolated Soy Protein

Finalists in this category were:

Balance, USA, Balance

Energ d.o.o, Slovenia, Respresso

### **Best bottling innovation**

Winner: Trustwater, Ireland, Continuous Filler Disinfection

Finalists in this category were:

LC Beverages Ltd, USA, LASTCALL

Gizmo Beverages, USA, Tea of a Kind (powered by gizmo)

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### **Best distribution innovation**

Winner: Polymer Solutions International, Inc., USA, "3-piece pallet"

Finalists in this category were:

Bitimec SPEEDY WASH Inc., USA, Battery Operated Mobile Truck Wash Model 626-EZ

Glue Dots International, USA, QuikDot Pro

### **Best processing innovation**

Winner: Junction Solutions, USA, Blend Optimizer

Finalists in this category were:

Trustwater, Ireland, 3-Step Pungent Flavor Changeover

### **Best technology innovation**

Winner: VendScreen, USA, VendScreen Revolution

Finalists in this category were:

HSP USA, LLC, USA, Clean2O Technology

Junction Solutions, USA, CLEARthru, a wireless traceability application

### **Best packaging innovation**

Winner: Fast Drinks, Spain, Self-Heating Cans 2GO

Finalists in this category were:

Gizmo Beverages, USA, Tea of a Kind (powered by gizmo)

Tap The Cap, Inc., USA, Tap The Cap

### **Best label or packaging design**

Winner: PepsiCo Americas Beverages, USA, New Gatorade G Series 02 Perform Bottle Design

Finalists in this category were:

LC Beverages Ltd, USA, LASTCALL

TricorBraun, USA, The Original MOONSHINE

### **Best brand redesign**

Winner: Balance, USA, Balance

Finalists in this category were:

Blue Marlin, UK, Orchard Pig

Morinda Bioactives, USA, Thrive Adaptogenics Max

The Double Cola Company, USA, DOUBLE-COLA

### **Best beverage marketing campaign**

Winner: Emerson Industrial Automation - Power Transmission Solutions, USA, What Happens When We Don't Conserve The Earth's Resources

Finalists in this category were:

green coco europe gmbh, Germany, Dr. Antonio Martins Coco Juice

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### **Best social media campaign**

Winner: International Society of Beverage Technologists, USA, Threadspecs.com

Finalists in this category were:

Gizmo Beverages, USA, Tea of a Kind (powered by gizmo)

Movies featuring all entries in the awards, based on the presentation given at the Awards Gala Dinner will be on [www.foodbev.com](http://www.foodbev.com) and YouTube from October 17th, 2012.

All entries will feature in a special Awards Showcase magazine which will be distributed with Issue 100 of Beverage Innovation magazine, and available as a digital edition.

A gallery of pictures taken at the InterBev Awards 2012 Gala Dinner, will also be available on [www.foodbev.com](http://www.foodbev.com)

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