

InterBev[®] 2010



NEWS RELEASE

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BEVERAGE INNOVATION AWARDS TO DEBUT AT INTERBEV 2010

WASHINGTON, D.C.— The American Beverage Association (ABA), International Bottled Water Association (IBWA) and FoodBev Media today announced an agreement to create the InterBev Beverage Innovation Awards. As part of InterBev 2010's innovative and dynamic new format, the Beverage Innovation Awards will recognize new ideas and best practices in every sector of the American beverage industry.

“With the diversity of products and initiatives developed by our industry, the InterBev Beverage Innovation Awards program will celebrate the innovation for which our industry is known,” Susan K. Neely, ABA president and CEO, said. “Launching these awards with FoodBev Media was a logical step to further ensure that InterBev provides a unique and engaging environment where our industry can gather for two out of every 730 days.”

“This awards program will shine a spotlight on American bottled water and other beverage companies and how they continue to demonstrate a clear commitment to their consumers by substantially expanding the choice of beverages available in the marketplace, as well as exhibiting leadership on important social issues,” Joseph K. Doss, IBWA president and CEO, said.

“FoodBev Media is honored to have the opportunity to work with ABA and IBWA to create the InterBev Beverage Innovation Awards,” Richard Hall, FoodBev Media chairman, said. “These awards are designed to provide a unique snapshot of excellence and innovation in the American beverage industry and are sure to become America's premier beverage awards.”

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INNOVATION AWARDS/ADD ONE

FoodBev Media has a proven track record of creating major global awards programs that recognize the work of our iconic industry, including the Beverage Innovation Awards at drinktec in partnership with UNESDA, and the IDF Dairy Innovation Awards in partnership with the International Dairy Federation.

The InterBev Beverage Innovation Awards will include 20 distinct categories, from beverages, ingredients and packaging, to initiatives in sustainability, health and wellness, hydration and consumer marketing. A panel of judges will review the submissions in Orlando, Fla., prior to InterBev. InterBev Beverage Innovation Awards winners and finalists will be announced at the InterBev Beverage Innovation Awards Gala Dinner during InterBev 2010 on September 23.

The awards program is expected to attract hundreds of entries from companies large and small, and is open to products, campaigns and initiatives introduced or reintroduced to North American or Latin American markets no earlier than June 1, 2009. Entries will close on September 1. For more information on the InterBev Beverage Innovation Awards, or to download an entry form, please visit www.interbevawards.com. For more information on InterBev 2010, please visit www.interbev.com.

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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 (202) 463-6770.

The International Bottled Water Association (IBWA) 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 (703) 683-5213.

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.