

InterBev[®] 2010



NEWS RELEASE

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BEVERAGE INDUSTRY CONVENES IN ORLANDO TO RECOGNIZE INNOVATION; INAUGURAL INTERBEV BEVERAGE INNOVATION AWARDS WINNERS ANNOUNCED AT INTERBEV 2010

ORLANDO, FLA. – The American Beverage Association, International Bottled Water Association and FoodBev Media are proud to announce the recipients of the inaugural InterBev Beverage Innovation Awards, announced last evening during InterBev 2010 at a gala dinner held at the Orange County Convention Center in Orlando, Fla. The InterBev Beverage Innovation Awards recognize innovative products, programs and practices in the beverage industry.

“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,” Richard Hall, FoodBev Media chairman, said. “The award winners are true examples of the excellence and innovation in the beverage industry today and we congratulate them.”

The winners in the 12 categories were:

- Best New Ready-to-Drink Beverage: Dr Pepper Snapple Group – Mott's Medleys
- Best New Functional Drink: Bai Brands – Bai
- Best New Water: Patagonia Mineral S.A. – AONNI
- Best Newcomer Brand or Business: Beveragette Ventures – GEM
- Best New Beverage Ingredient: Bai Brands – Bai

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INTERBEV BEVERAGE INNOVATION AWARDS WINNERS/ADD ONE

- Best Health, Wellness, Hydration or Nutrition Initiative: BlastMax – Blast Cap Technologies
- Best New Bottling, Manufacturing or Distribution Innovation: Trustwater – Trustwater
- Best New Packaging Innovation: Crown Bevcan Europe & Middle East – Full Aperture Can End
- Best Environmental Sustainability Initiative: Coca-Cola Enterprises – Commitment 2020
- Best Marketing Campaign: Miller High Life – 1 Second Advertisement
- Best Exhibit Under 200 Square Feet: Honest Tea
- Best Exhibit Over 200 Square Feet: Imbera S.A. de C.V.

The Beverage Innovation Awards Judging Panel was chaired by Bill Bruce, editorial director for *FoodBev Media*. Judges included: Dean Bellefleur, president of D-idea; Ross Colbert, managing director of M&A Americas at Zenith International; Larry Hobbs, executive director of the International Society of Beverage Technologists; Claire Phoenix, managing editor of *Beverage Innovation* magazine; Dyfed “Fred” Richards, executive creative director of InterBrand; Bill Sipper, chief operating officer of New Leaf Brands; and James S. Tonkin, principal of HealthyBrandBuilders and Tonkin Consulting. In addition, the InterBev Beverage Innovation Awards dinner was sponsored by: Can Manufacturers Institute; Portola Packaging, Inc.; Wine Institute; and Beer Industry of Florida.

The awards program attracted entries from companies large and small, and was open to products, campaigns and initiatives introduced or reintroduced to North American or Latin American markets no earlier than June 1, 2009. For more information on the InterBev Beverage Innovation Awards, please visit www.interbevawards.com. For details of all finalists and winners, and for photographs of winner and entries, visit www.foodbev.com or contact Bill Bruce: bill.bruce@foodbev.com. For more information on InterBev 2010, please visit www.interbev.com.

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About InterBev

InterBev is the beverage industry’s premier trade show sponsored by the American Beverage Association and the International Bottled Water Association. InterBev 2010 took place at the Orange County Convention Center in Orlando, Fla., Sept. 22-24, 2010. InterBev 2010 featured cutting-edge live events on the trade show floor, timely and relevant education sessions, the inaugural Beverage Innovation Awards and more. For more information, please visit www.interbev.com.

About 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 website at www.ameribev.org or call the ABA communications team at (202) 463-6770.

About IBWA

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 website at www.bottledwater.org or call the IBWA offices at (703) 683-5213.

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 website – www.foodbev.com. FoodBev Media is also the leading organizer of international awards in the food and drink industries.