

PRESS RELEASE

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Water Innovation Awards finalists and winners

The finalists and winners in the Water Innovation Awards 2012 were announced on 9th October at a special Gala Dinner in Barcelona.

The ceremony also included the presentation of the inaugural EFBW Award which seeks to identify creativity and best practice in 'Communicating the benefits of bottled water for healthy hydration' by EFBW National Association members.

The awards dinner took place during the 9th Global Bottled Water Congress, organised by Zenith International, and was held at the pavilion Esferic. The Water Innovation Awards 2012 were kindly sponsored by SmartSeal.

The judging panel considered over 75 entries from 19 countries in 12 categories.

"From striking packaging to new flavours and functionality, these awards once again demonstrate that innovation continues to be a key driver in the packaged water industry," said FoodBev Media group editorial director Bill Bruce, "and initiatives in the environmental sustainability and ethical categories set best practice examples for others to follow."

"The addition of the EFBW Award this year, alongside the diverse entries in the marketing category also serves to remind us that this industry and its trade associations are excellent at communicating the health benefits of packaged water."

Water Innovation Awards 2012 results

Best still or sparkling water

Winner: Eau Matelo, Canada, DE L'AUBIER

Finalists in this category were:

Aigües Minerals De Vilajuïga, S.A., Spain, Aigua de Vilajuïga
Krusmølle Kilde, Denmark, Krusmølle Kilde

Best flavoured water

Winner: Vöslauer Mineralwasser AG, Austria, Vöslauer Balance Bitter

Finalists in this category were:

Healthy Secret Ltd, UK, MUNE HEALTHY WATER
Varni Brothers Corporation, USA, Noah's Sparkling Varni Almond Spring Water

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Best functional water

Winner: Balance, USA, Balance

Finalists in this category were:

Adelholzener Alpenquellen GmbH, Germany, ACTIVE O2 Zitrone Nektarine B12
Healthy Secret Ltd, UK, MUNE HEALTHY WATER

Best new brand or business

Winner: caféHydrate, USA, caféHydrate

Finalists in this category were:

Amcor Flexibles, Italy, Iconiq Drink Pouch
Eau Matelo, Canada, DE L'AUBIER

Best bottle in glass

Winner: Krusmølle Kilde, Denmark, Krusmølle Kilde

Finalists in this category were:

Aguas Glaciar S.A., Chile, Ice Swan
Patagonia Mineral S.A., Chile, Anni

Best bottle in PET

Winner: NINE, Sweden, Ramlösa Premium PET

Finalists in this category were:

Britvic Ireland, Republic of Ireland, Ballygowan Packaging Redesign
Nestlé Waters Canada, Canada, Montclair Natural Spring Water

Best label

Winner: Aigües Minerals De Vilajuïga, S.A., Spain, Aigua de Vilajuïga

Finalists in this category were:

Eau Matelo, Canada, DE L'AUBIER
Icelandic Glacial, USA, Icelandic Glacial Water - Design by Team One

Best packaging innovation

Winner: Amcor Flexibles, Italy, Iconiq Drink Pouch

Finalists in this category were:

Kondrauer Mineral- und Heilbrunnen, Germany, Lightweighting Glassbottle for Mineralwater
PlasTech Innovations, USA, 82Go water

Best packaging design

Winner: SPADEL, Belgium, Bru new bottle range

Finalists in this category were:

Icelandic Glacial, USA, Icelandic Glacial Water - Design by Team One
Willow Water, UK, Willow Water - new packaging

Best marketing campaign

Winner: Vöslauer Mineralwasser AG, Austria, Vöslauer sustainability campaign with recycling focus

Finalists in this category were:

Gerolsteiner Brunnen, Germany, Gerolsteiner Bicarbonate Campaign
Highland Spring Group, Scotland, Full of the Joys of Highland Spring

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Best environmental sustainability initiative

Winner: Coca-Cola HBC Greece SAIC, Greece, AVRA CSR program "Some forests have their own Aura"

Finalists in this category were:

Kondrauer Mineral- und Heilbrunnen, Germany, Lightweighting Glassbottle for Mineralwater

Nestlé Waters Canada, Canada, Public Spaces Recycling Program

Best ethical or humanitarian initiative

Winner: Water4Ethiopia, UK, Water4Ethiopia Bottled Water

Finalists in this category were:

Life water, UK, Life water – Diamond Jubilee bottle

Water for Africa, UK, True Sustainable Water Projects in Africa

EFBW Award 2012

for 'Communicating the benefits of bottled water for healthy hydration'

Winner: ANEABE, Spain, 'This Summer get hydrated: We are water'

Movies featuring all entries in the awards, based on the presentation given at the Awards Gala Dinner will be on www.foodbev.com and YouTube from 10 October 2012.

All entries will feature in a special Awards Showcase magazine which will be distributed with Issue 75 of Water Innovation magazine, and available as a digital edition.

A gallery of pictures taken at the Water Innovation Awards 2012 Gala Dinner, will also be available on visit www.foodbev.com

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