



INTERNATIONAL
FOOD AND BEVERAGE
CREATIVE EXCELLENCE AWARDS

British Design Agencies feature strongly at The 9th International Food and Beverage Creative Awards, The FAB Awards, for 2007.

Leading the pack was The Partners, London who took the FABulous Award for the Best Packaging in the entire Awards Programme with its glorious packaging for Casa Loreto Olive Oil, which also took the FAB Award in Savoury Foods. The voting was unanimous.

The other major UK Winners were Ziggurat Brands, London, who took a FAB Award for Higgidy Pies, Design Bridge, London, who took the FAB Award for their work on Bournville Cadbury's Dark. Pemberton & Whitefoord for Loseley, Pearlfisher for Dr. Stuart's Extraordinarily Good Teas and Vibrandt UK for Poppets. They were accompanied from abroad by Sub Group Design, Australia, who took the FAB Award for "Another Bloody Water" and Sandstrom Design, Portland won a FAB Award for The Cost Vineyard.

CADA Design Group London won the sole FAB Award in Retail Environment for their work "Pret Pod".

Across the FAB Awards programme as a whole, The Agency of The Year was AMV BBDO, London.

AMV BBDO also took the FABulous Award for the best Integrated work in the Awards Programme, for Mars' much-acclaimed 'Believe'. The FABulous for Press and Poster went to CLM BBDO, Paris, for Vitry Museum of Contemporary Arts Restaurant; and IMPACT BBDO Saudi Arabia for their work titled Vitamins and done for Goody's; the FABulous for Packaging Design went to The Partners; London for Casa Loreto Olive Oil; the FABulous for TV/Cinema Advertising went to Wieden & Kennedy, Amsterdam for 'Happiness Factory' for Coca Cola, the FABulous for Collateral & POS/Direct/Guerilla went to Ogilvy Sweden for 'Strommen Event' for Ostermalmshallen Food Market and The Digital FABulous was won by Goodby Silverstein and Partners, San Francisco for "Get the Glass" for California Milk.

In keeping with its growing stature as a truly International Awards programme for creative excellence in Food and Drink, The FAB Awards' 39 trophies for 2007 went to Agencies in 4 Continents.

The Winners were announced at the Awards Dinner on 17th May at The Hurlingham Club in London, one of the City's most elegant private clubs. The "Agency of The Year" Award was collected by Paul Brazier, Executive Creative Director, AMV BBDO London and presented to him by Donald Gunn.

Notes to Editors:

1. The FAB Awards are the only International Creative Awards programme in the world focussed solely on creative work done for Food and Drink brands, and this year attracted over 3,500 pieces of work from over 65 countries, covering TV, Posters, Press, Radio, Direct, Sales Promotion, Collateral & Point of Sale, Guerilla Marketing, E-mail Campaigns, Online Advertising, Viral Campaigns, Advertainment, Integrated Communications, Campaigns, Packaging, Logo Design, Brand Identity, Retail Environment, and Websites. The work was judged by Creative Directors from around the world.

2. A full listing of all the Winners and Finalists for the FAB Awards 2007 is attached.
3. All the Winners' work can be seen on Adforum – www.adforum.com – from 18th May 2007.
4. Further information is available from The FAB Awards office in London: telephone +44 20 7751 0354, fax +44 20 7751 0352, by e-mail on info@fabawards.com or at <http://www.fabawards.com>

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