



## BEVNET'S BEST OF 2007 CALL FOR ENTRIES

BevNET's chance to reward 2007's outstanding new products for their quality, innovation, and design. The 'best of the best' in each of twelve categories will be rewarded for their excellence with the title "BevNET Best of 2007". This is your opportunity to receive one of the beverage industry's most coveted honors!

### BevNET's Best of 2007 Categories:

- Best Energy Drink
- Best Enhanced Water
- Best Functional Beverage
- Best Carbonated
- Best Non-Carbonated
- Best Water
- Best Children's Product
- Best Packaging Innovation
- Best Packaging Design
- Best Marketing Campaign
- Beverage Executive of the Year
- Overall Best New Product

The BevNET Best of 2007 will be announced on January 4, 2008. Winners in product categories will exhibit excellence in flavor, quality, packaging, innovation, and reception by the market. Winners in other categories will stand out as leaders in their respective spaces.

Don't miss the entry deadline and the chance to take home a prestigious "BevNET Best of 2007" award!

### TO ENTER:

Visit [www.bevnet.com/bestof2007](http://www.bevnet.com/bestof2007) to complete an online entry form.

#### SAMPLES

Send Product Samples (shipping & duties prepaid) to:  
BevNET.com, Inc.  
1 Mifflin Place, Suite 300  
Cambridge, MA 02138  
Attn: Best of 2007 Awards

#### ENTRY FEE

A fee of \$295 is due per product, per category.

#### CLOSING DATE

All entries, including product samples and payment, must be received no later than December 17, 2007.

#### ELIGIBILITY

Products launched or re-launched in the North American market between December 1, 2006 and December 17, 2007 are eligible for entry. Products may be entered in more than one category.

## CATEGORY SPECIFICS

### BEST ENERGY DRINK

Products will need to stand out from the torrent of new energy drinks in the areas of flavor, interesting and high-quality ingredients, and packaging.

### BEST ENHANCED WATER

This relatively new and rapidly evolving category favors innovation. Who will be the next market leader?

### BEST FUNCTIONAL BEVERAGE

From protein drinks to superfruit-enhanced teas, the buzz word is "function." Flavor, quality ingredients, and a focus on healthful living will be judged.

### BEST CARBONATED BEVERAGE

Carbonated soft drinks still lead all beverages in popularity. The market leaders may have the marketing dollars, but what counts here is a commitment to quality and flavor.

### BEST NON-CARBONATED BEVERAGE

Teas, juices, coffees, sports drinks, and all other non-carbonated beverages make up this category. In order to stand out among several different types of beverages, entries in this category must be interesting, high quality, and have great packaging.

### BEST WATER

This category celebrates packaging design and innovation, the quality of the water source, and the purity of the water. Entries can be still, flavored, or sparkling.

### BEST CHILDREN'S PRODUCT

Entries in this category should be intended solely for kids. Of special importance are healthy and nutritious ingredients, convenient packaging, and responsible marketing that appeals to the target consumer.

### BEST PACKAGING INNOVATION

This category specifically focuses on the beverage container and ways that it has been made more useful, convenient, and attractive. Entries should include packaging samples.

### BEST PACKAGING DESIGN

This category rewards beauty in design and best overall presentation. Entries should include samples and images of the product.

### BEST MARKETING CAMPAIGN

This category rewards campaigns in any consumer or trade-based medium that effectively highlight product features and increase brand awareness. Entries should include relevant documents, presentations, images, and videos.

### BEVERAGE EXECUTIVE OF THE YEAR

This new category will recognize an executive who has had a significant impact on the beverage industry in 2007, in either vision or execution. Entries should include a letter explaining the nominee's accomplishments and relevant characteristics. A letter of recommendation from a colleague or associate is highly recommended.

### OVERALL BEST NEW PRODUCT

BevNET's judges will review all the entries and award the coveted BEST NEW PRODUCT title to the beverage that exemplifies innovation, quality, great taste, beauty in design, and convenience.

For further information and to enter:  
[www.bevnet.com/bestof2007](http://www.bevnet.com/bestof2007)

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