FOR IMMEDIATE RELEASE

**Bish Creative Receives Top Accolades from Shop! OMA Awards**

**May 2021** - Shop!, the global trade association dedicated to enhancing retail environments and experiences, announced the 63rd annual 2021 Shop! OMA Award winners. Honoring excellence in merchandising the Shop! Outstanding Merchandising Achievement (OMA) Awards is the most prestigious and largest in the industry. The winners from these awards set precedent in retail merchandising today and become the standards for tomorrow.

From Jerry Fox, President/CEO of Bish Creative Display “As one of the founding members of Popai now Shop! we have been engaged in the OMA awards for the better part of 50 years. We value the integrity behind the award and are extremely grateful for the recognition. This year receiving two Display of the Years, Budget Award and Creative award has surpassed any other accomplishments seen within the industry and for that we are extremely greatly to our clients, our team and Shop!. ”

Bish Creative walked away with a total of 22 awards recognizing their outstanding work in retail design. Top awards include Global Award for PepsiCo’s Mountain Dew in the permanent category. Two of the Three Display of the Year! Awards for Pernod-Ricard’s Jefferson’s Ocean in the temporary category as well as Davos Brands’ Aviation Gin in the semi-permanent category. Creative Award for Proximo Spirits, Pendleton Whiskey in the semi-permanent category as well as Budget Award for Gerard Bertrand Cote Des Roses in the semi-permanent category.

The Shop! Awards recognize the best new designs in retail environments and experiences through three award programs, each celebrating a different area of expertise: The OMA Awards recognize the excellent displays that set the merchandising and design precedents of today. Shop! evaluates entries and gives gold, silver and bronze honors in five categories: Permanent, Semi-permanent, Temporary, Family of Display, across several retail categories such as snacks, beer, Wine & Liquor, Specialty retailers & services, wall signage and many more.

The award show was held virtually for a second year in a row. However, this was not going to stop Jerry Fox, President/CEO from showcasing their entries and winners through an Interactive Virtual Showcase. This showcase gives viewers a chance to get up close and personal with each display. Upon clicking into the showcase, one can explore the award-winning displays, view more photos, watch videos and read detailed descriptions! [Click to launch the Virtual Showcase](https://www.bishcreative.com/virtual_showcase_2021/?utm_source=news%20release&utm_medium=website&utm_campaign=virtual_showcase) for the full experience.

Bish Creative’s 2021 Winners are as follows:

**Global Award**

Mountain Dew Pop-a-Shot

**Display of the Year!**

Jefferson’s Ocean Replica Ship Bookend: Temporary

Aviation Gin Air Stair Display: Semi-Permanent

**Creative Award!**

Pendleton’s 50ml Counter Boot Display: Semi-Permanent

**Budget Award**

Gerard Bertrand Cote Des Roses: Permanent

**Gold OMA winner**:

Aviation Gin Air Stair Display: Semi-Permanent

Grey Goose Chrome Hand Bottle Server: Semi-Permanent

Sierra Nevada Ski Lift: Semi-Permanent

Jefferson’s Ocean Replica Ship Bookend: Temporary

Bib & Tucker Barrel Still Display: Permanent

D'usse Cognac Showcase Lockbox: Permanent

Frito Lay Jalapeno Intense Flavor Display: Permanent

**Silver OMA winners**:

Cupcake Lighthearted New Product Launch Program: Temporary

Patron Interactive Photo Kiosk: Semi-Permanent

Pringles Grab & Go Snack Strip: Semi-Permanent

Bud Light Platinum Seltzer Spring Loaded Display: Permanent

Budweiser Clydesdale Retro Wall Sign : Permanent

**Bronze OMA winners**:

Proximo Summer Portfolio Airstream Pole Display: Temporary

Woodbridge MLB Mass Display: Semi-Permanent

Pol Roger Window Display: Permanent

**About Bish Display**

For over 60 years, [Bish Creative](http://bishcreative.com) has been the leader in design, development, creation and innovation of award-winning merchandising and retail marketing programs; from individual displays to complete store-within-a-store and everything in between.

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