

15TH INTERNATIONAL
FOOD AND BEVERAGE AWARDS 2013

IT'S WORTH THE FIGHT

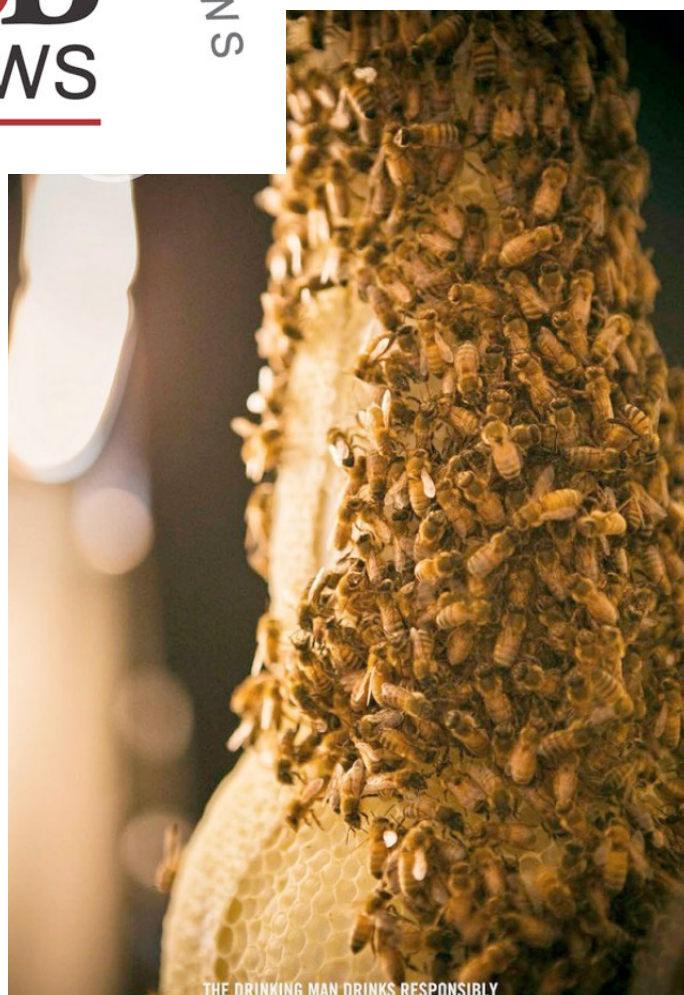
F&B

Anthony Biles
Creative Director, Biles Inc.

Guy Moore
Creative Director, Leo Burnett London



FOOD AND BEVERAGE NEWS
F&B
NEWS



Editorial Note



Dear Readers,

It is time for the 2nd Issue of our e-zine and as most big Hollywood movie franchises have found out – The sequel is not the easiest thing to make.

But we hope our effort is more like ‘The Dark Knight’ rather than ‘Batman & Robin’. We have made a conscious effort to step-up our game with this one and hopefully that comes through.

We have a new design and a good mix of stories in this issue.

In this publication we revisit some key events of the last few months such as the birth of the Royal Baby and the FAB Awards ceremony.

We have Playable Beer Bottles, Sushi Helicopters and Coke cans that can be split in half.

The aim of this e-zine is to bring you stories, we felt are worth highlighting for you again, in an easy to download and store format.

Food & Beverage News has received a lot of love from you our faithful readers and our peers in the industry and we hope this will continue for a long time still.

As always we love to hear what you have to say – so if you have any suggestions, recommendations, story idea or criticisms – please contact us **news@fandbnews.com**.

Thank you.

Kind Regards,

Mahir Prasad

Senior Journalist & Feature’s Editor,

Food & Beverage News

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Artist Creates Incredible Portraits Using Food & Drinks

Despite not having any formal art training, France-based freelance artist Vivi Mac has created a series of incredible celebrity portraits using anything from chocolate milk to crushed ice.



The series is titled ‘Art Ephemere’, referencing the temporary nature of her food-based artworks.

Her choice of food in each artwork usually derives from a food-related pun in the celebrity’s name. For example, her portrait of Ice Cube uses crushed ice cubes, while her Bruce Lee portrait in milk is titled ‘Bruce Lait’ (‘lait’ is French for milk).

Vivi Mac learnt the basics of drawing and painting from online resources, such as Facebook and blogs.

She first started with speed painting and body painting, but it was only after “she began experimenting with various foods that her art got serious coverage”. Visit Vivi Mac’s Facebook gallery for more food-based pieces.

Just Half of Brits Trust the Industry to Provide Safe Food

Almost a year on from the horsemeat scandal, British consumers remain highly sceptical about the efficiency of the British food industry. Indeed, new research from Mintel reveals a startling lack of confidence among British consumers in the UK food industry's ability to provide food that is safe to eat.



Exclusive research looking at attitudes towards trust in food finds just half (49%) of all Brits trust the food industry to provide safe food to eat, with almost two fifths (37%) undecided.

What is more, only 42% of all Brits believe the food industry is able to effectively react to food scares (such as horse meat) while just 23% of the nation agrees that the different elements of the supply chain work effectively together.

Consumer concerns about food safety appear to relate to the industry's lack of awareness of their supply chains. Just 36% of consumers feel that food manufacturers are aware of where their ingredients originate from, with around the same number (34%) disagreeing.

Furthermore, a large minority (37%) of Brits disagree that supermarkets are aware of where their ingredi-

ents originate. Just 23% of the nation agrees that the different elements of the supply chain work effectively together.

Alex Beckett, Senior Food Analyst at Mintel, said:

“That food should not be harmful should be one of the most basic of consumer expectations, yet only half of adults feel the UK food industry provides food that is safe to eat, signalling a widespread breakdown of trust in the agro-food chain, and suggesting the need for more active communications and greater transparency towards consumers. The fact that just 36% of consumers believe manufacturers know where their ingredients originate highlights just how long and convoluted modern food supply chains can be. The food industry looks set to face much work to regain consumer trust.”

Nearly eight in ten (77%) adults consider the food industry to be too reliant on mass manufacturing, with agreement broadly rising with age.

The findings also illustrate how labelling concerns echo consumer misgivings about the operators' inability to control their supply chains.



Only 40% of adults trust supermarkets and food manufacturers to provide accurate labelling on food packaging.

Meanwhile, men (45%) are considerably more likely than women (36%) to be positive about the accuracy of on-pack information. This is in line with men being the more likely to agree that the food industry provides food that is safe (men 53% vs. women 46%) and also that supermarkets are aware of the origin of their ingredients (men 35% vs. women 29%).

“The grocers and manufacturers have typically not drawn attention to suppliers of own-brand products, but providing these details on-pack could help to support consumer trust in the grocers’ sourcing.” Alex continues.

In terms of food safety, the British public consider the government (38%) and food manufacturers (39%) to have around the same level of responsibility in providing food that is safe to eat. Affordability is largely the responsibility of supermarkets (62%), together with the need to source food from the UK as much as possible (37%).

Of all the aspects of the food chain people think the government should be accountable for, food safety

takes top spot. Nearly two fifths (38%) of adults consider it the government’s responsibility to ensure that food is safe to eat, which is higher than responsibilities regarding sustainability (29%), health (10%) and promoting sourcing of food from the UK (14%).

The top 5 factors, which would encourage consumer trust in food, are -1. British ingredients 48%, 2. Manufacturing details on food labelling (where and when made) 47%, 3. Animal welfare certificate 45%, 4. Product origin on the pack 43% and 5. No artificial ingredients 43%.

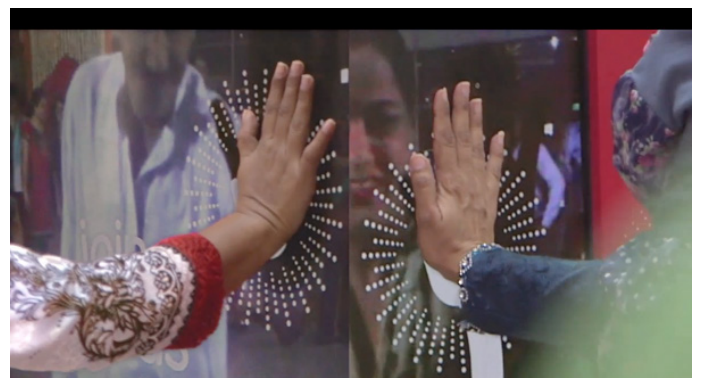
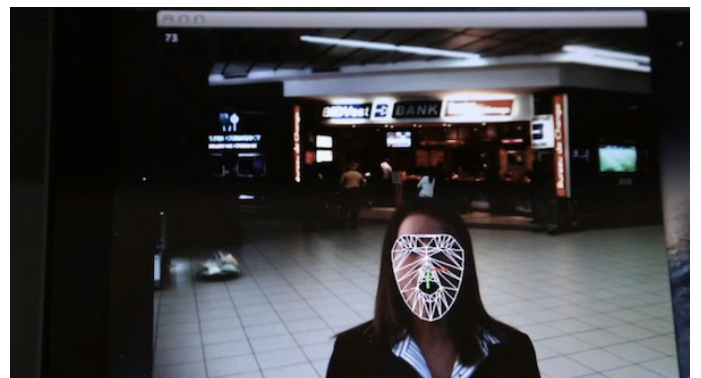
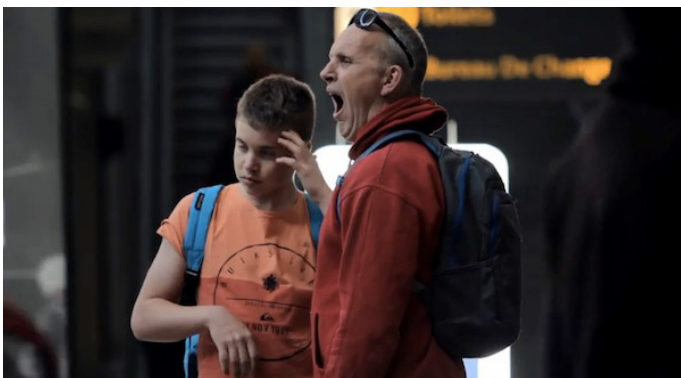
However, the uproar brings some positive news for the domestic food industry. Interest in food of local origin (e.g. 30 mile radius) increased from 17% to 21% in the four months to March 2013 and interest in regional produce also increased from 10% to 14% over the same period.

Finally, in a separate piece of research consumers who have purchased ready meals labelled as beef were asked about their attitudes towards the market post horsemeat scandal.

Around one in five (21%) Brits were worried they might have bought affected products. Slightly less (18%) said they will avoid ready meals with beef as a result of the scandal, while one in ten (10%) say they will now avoid frozen ready meals and 9% any ready meal.

Price is an issue for 38% who say they don’t trust meals that are too cheap (£1). Just one in ten (9%) say they believe the problem has been solved.

Yawn at a Coffee Machine To Get a Free Coffee



South African coffee company Douwe Egberts believes people will love their coffee once they have tried it—to let more people try their product, they placed an innovative coffee machine at the O.R. Tambo International Airport, “where people most needed a coffee”.

Unlike most coffee machines, this special one is not activated by money but by yawns—equipped with facial recognition software, it is capable of detecting the

exact moment of a yawn.

Once it detects a yawn, it starts to dispense a steaming cup of coffee for the tired person standing in front of it, who obviously needs a caffeine fix.

In total, the “Bye Bye Red Eye” coffee machine rewarded 210 yawns with delicious cups of coffee, from the smiles of those who managed to get themselves a free cuppa, the machine was a hit.

Coca-Cola Shows That It's A Small World After All



The latest advertisement in Coca-Cola's 'Open Happiness' campaign aims to help resolve the long-standing conflict between India and Pakistan.

Directed by American advertising company Leo Burnett, the video features two vending machines, equipped with webcams and touchscreens, in India and Pakistan.

In the heart-warming video, participants get a free can of soda if they engage in some simple and fun activi-

ties, like drawing peace signs or dancing, with their counterparts across the border.

Coca-Cola is trying to foster greater understanding between the participants by encouraging communication and the realization that they are more alike than not.

But can this campaign really have an effect on cross border relations or is Coca-Cola just exploiting a conflict to sell more.

Have A Beer In One Of The World's Oldest Trees



Located near Modjadjiskloof, South Africa, the Sun-land “Big Baobab” tree is also a pub.

Incredibly large, with a circumference of over 108-feet, this tree has two hollow trunks which are connected together—a natural phenomenon that occurs to Baobabs over 1,000-years-old.

Opened in 1933, the interior accommodates 15 people, and houses some historical trinkets, which also chronicle the history of the “tree-pub”.

Owned by the Van Heerden family, the exterior of the pub doubles as a restaurant also provides shade for

guests. As for the tree’s true age, carbon dating estimates that it’s about 6,000-years-old.



Heineken Challenges Travellers to a Legendary “Voyage”

Are you willing to take a leap of faith and alter your travel plans for a trip to the unknown? Heineken’s global campaign “Voyage” arrives in the U.S. with the debut of a new television commercial “The Voyage” and travel experiment – Departure Roulette.



This Omni-channel campaign drops men from across the world into remote global locations, challenges them to become legendary travellers, and shares the stories of their experiences online.

Belen Pamukoff, Brand Director, Heineken said:

“A legendary voyage cannot be planned. It should welcome random experiences where improvisation is the only way forward. This summer, in a variety of exciting ways, Heineken is proving the theory that every man has a legendary traveler inside of him by dropping men from all over the world into an environment unlike anything they’ve ever seen.”

In the USA, travellers 25 years of age or older, arriving at JFK Terminal 8 with tickets and passports in hand will have the bold opportunity to enter a game of Departure Roulette, where they can change their scheduled destination for a trip to adventurous locations with the press of a button.

The twist? They must be willing to drop their existing travel plans and immediately board a plane to the unknown.

The inspiration for Departure Roulette is “Dropped” – a series of episodic adventures wherein Heineken is sending four men to remote destinations around the world and filming their experience, and the bizarre challenges they face, along the way.

“The Voyage” TVC, the inspiration for the “Dropped” and Departure Roulette travel experiments, will officially air on U.S. TV on July 8th, with episodes from the U.S. Dropped adventure launched via Heineken.com and YouTube on July 22nd.

Each Dropped experience will encompass three episodes, complemented with behind-the-scenes content. As the third instalment in the online video series, an American from New York City will be “dropped” in the bustling city of Marrakech to survive his own set of challenges – empty desert land, curious locals and unusual modes of transport.

The FAB Food Fight

Marking their 15th Anniversary, The International Food and Beverage Creative Excellence Awards decided to serve up something special this year.



The Awards launched a print ad campaign in the run up to the awards to whet our appetite.

The ads feature jurors and personalities of the Advertising and Design world, duking it out over a food fight, with the copy reading: “It’s worth the fight.”

“‘It’s worth the fight’ is a little nod to the creative process. Most projects can take several months, even up to a year at times. So, staying motivated and focused on the work can be quite hard, as there’s always a few surprise knocks, elbows and sucker-punches along the way,” said WCRS Creative, Naz Nazli.

The campaign is former FAB winner Naz’s brainchild, who came up with the idea whilst judging the Awards two years ago.

“I was actually judging The FAB Awards one year and the thought of a creative food fight popped into my head one lunch break. We’d been discussing food and drink advertising all morning, so it kind of made sense. Neeraj loved the concept and we managed to pull some favours to make it happen. The hardest thing was probably trying to get all the ‘talent’ in to one place, and at the same time. All their diaries are crazy and we had a tight schedule, but we pulled it off. The rest was pretty easy, just point them in the direction of the food and each other, then shoot away. WCRS and our photographer Andy Gallacher were also very supportive throughout the project, which was great. However, getting rid of the smell of fish guts off my shoes proved trickier than expected!”

The campaign is a series of seven print ads and features the likes of: Anthony Biles of Biles Inc., Guy Moore of Leo Burnett, Simon Learman of Adam & Eve DDB, Robin Wight of WCRS and Steve Spence.

McDonald's wins FAB Brand of The Year 2013

McDonald's were named the 2013 Brand of The Year at the International Food and Beverage Creative Excellence Awards, bagging a phenomenal 13 nominations across the various categories.



This was the only Award that is publicized in advance and was based on the number of nominations that McDonald's had achieved this year. The calculations included performance at both the Creative Awards and the Effectiveness Awards.

The rest of the nominees only found out their outcome on the night of the Awards Ceremony on May 30.

Some of the nominated work included: the 'We all make the Games' campaign, which was implemented during last year's Olympic games in London; McDonald's 'Our Food. Your Questions' campaign that focused on making the company more transparent;

and the 'Small Currency' project from Indonesia, which tackled the problem of no small currency in the country.

FAB Awards President N.Nayar said:

"McDonald's truly deserves this accolade for an outstanding year of Creative Excellence across several communication disciplines and markets. Their outstanding nominations are from the UK, Sweden, India, USA, Canada, Indonesia and range from TV Advertising, Integrated, Collateral and Sales Promotion to Packaging Design."

JWT wins FAB Agency of The Year 2013

JWT London bagged the big prize on the night at the International Food and Beverage Creative Excellence Awards, running away with the 2013 Agency of The Year plate.



The award is presented to the Agency that had scored the maximum points taken from the number of nominations, FAB Awards & FABulous Awards on the night.

The creative agency bagged a phenomenal six nominations across the various categories, winning three FAB Awards and a FABulous Award.

Some of their work that was awarded on the night included: 'We Will Find You' and 'Break From Gravity' for Kit Kat; and 'HoHoHo' for Hovis, which won both a FAB and a FABulous on the night.

FAB Awards President N.Nayar said:

"JWT London truly deserves this accolade for an outstanding year of Creative Excellence across several disciplines and markets. Their outstanding nominations are from major clients such as Hovis, Kit Kat and Yorkie, and span across a number of categories like Press, TV, Guerilla, Sales Promotion and Best use of Media."

The Award was presented at The Hurlingham Club in London on May 30, during the Awards Ceremony to honour Nominees and Winners of this year's FAB Awards.

Beck's Brewery Made the First Playable Beer Bottle Ever

From now on, vinyl enthusiasts might have to start drinking Beck's beer simply as a matter of principle.



The German brewery, celebrating its 140th birthday this year, has long been lauded for its pale lager. But the company recently decided to pay homage to a different kind of tradition after noticing the similarities between the shape of its beer bottles and the old-school Edison cylinder, which was used to play recorded sound before the advent of the modern platter-style disc. So the company created a bottle that plays music.

It's a really cool idea but one that came with all kinds of technical hurdles. As you can see in the above video, Beck's engineers had to answer a number of tricky questions before they could get a decent sound out of the bottle — like what they'd use to cut the grooves and how they'd get around the way sound behaves when it's being transmitted through glass.

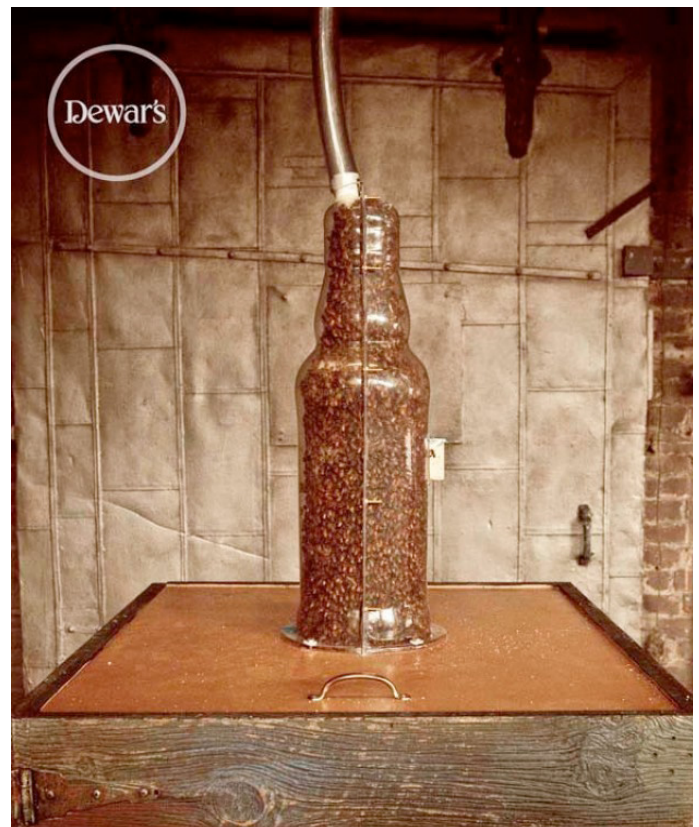
They ended up with a terrific collector's item that brings beer and music together the way nature always intended. Admittedly, the world's first playable beer

bottle has few practical applications at the moment (especially since there's no way they'll play on traditional turntables), but it's still pretty cool.

And who knows? If it takes off, we could see all kinds of artists lining up to put their latest single on a bottle of Beck's.



How 80,000 Bees Printed A Bottle For Dewar's Whiskey



To celebrate the launch of its new 'Highlander Honey' whiskey, whiskey brand Dewar's decided to employ the help of nature's original 3D sculptors: bees.

New York agency Sid Lee employed The Ebeling Group, the company behind the "Eyewriter Project," to undertake this impossible project.

Using 80,000 bees, they '3B-printed' a bottle-shaped

sculpture made out of honey comb.

To create the sculpture, they had to turn a "beehive inside out" by using a 3D-model of the sculpture, which served as a "template for the bees to build on".

According to Fast Co. Create, the entire printing process took six weeks to complete.

How Brands Celebrated the Birth of the Royal Baby



Carling has released an online ad to tie in with the Duchess of Cambridge giving birth to a son.

The humorous ad, created by Creature, fits into Carling's "refreshingly perfect" campaign that was launched in May 2013.

The spot shows a man in dungarees entering an empty nursery and then setting to work decorating the room. The workman spends a long time painting and crafting, and even builds an exquisite crib.

But when the butler enters with a pint of Carling as a reward, he delivers the catchphrase, "It's good...but its not quite Carling" and the camera pans out to reveal that the room was painted pink.

Creature won the £10 million Carling account in February, after pitching against the incumbent, VCCP, and Beattie McGuinness Bungay, which had also previously held the account.



Coca-Cola

An extension of the #shareacoke campaign that works perfectly.



Oreos

Known for its news jacking abilities, (remember 'You can still dunk in the dark'?) Oreo has once again come up trumps with its social media campaign in reaction to the birth of the royal heir. Featuring a milk bottle and Oreo cookie atop a stately cushion, the timely campaign was tweeted out with the message 'Prepare the royal bottle service!' as soon as the news of the baby's birth broke.

Magnum & Jelly Babies

Jelly Babies offered sweet wishes to the new baby. While Magnum used its mini version as a baby...just as the hot weather gives way to rain.

Warburtons

Agency WCRS has created a congratulatory ad for the Duke and Duchess of Cambridge from Warburtons.

Coca-Cola Introduces The Sharing Can



If sharing fluids strikes you as icky, Coca-Cola's shareable can may be just the thing. A simple twist and the 330-milliliter can splits in half, one for you and one for a friend.

Ideally, you should only do this with one buddy, as the can doesn't multiply any further.

The idea of this shareable can originated with ad agency Ogilvy & Mather Singapore, though the group that came up with the idea has since left the company. The concept was based on a Pepsi can that had been cut in half to be used as an ashtray. Passers-by in Singapore recently could grab a shareable can from a "happiness truck," though we reckon it's unlikely the

can will end up being made as a real product that's widely available.

It's not the first time the beverage company has made a video that plays on the friendship theme. In 2011, it showed off a super tall vending machine from which you could buy a drink, with the help of a friend to boost you up.



Coley Porter Bell's Designs for New 'Sipping Gin'



New premium Beefeater's gin Burrough's Reserve is launching next month, with branding and packaging created by Coley Porter Bell. The Agency was appointed to create the proposition, name and structural and graphics packaging designs for the brand, which is intended as a 'sipping gin', according to Beefeater. The packaging uses a rounded glass, decanter-style bottle, aiming to convey the colour of gin.

Coley Porter Bell told Design Week:

“The packaging is largely a metaphor for the way the gin is produced. The rounded glass structure and the label shape evoke the ends of the Jean de Lillet oak barrels in which it is rested. The shallow profile allows light to refract off the edges of the embossed wreath of botanicals that also acts as a frame for the label.”

The label displays the signatures of James Burrough, who created the original recipe, and Desmond Payne, who created the Burrough's Reserve product, alongside the batch and bottle number, looking to convey the hand-produced nature of the product.

The Beefeater red brand colour is used with copper to reference the wooden stopper used in the oak barrels. Stuart Humm, Coley Porter Bell creative director, said:

“We wanted to create something that balances the ultra premium codes often found in dark spirits, for example hand craftsmanship and cues of discernment and status, with the world of gin and Beefeater.”

Launching initially in Spain, Burrough's Reserve rolled-out in the UK in June.

Pereira & O'Dell Brands Callegari Olive Oil's Premium Extra Virgin Olive Oil

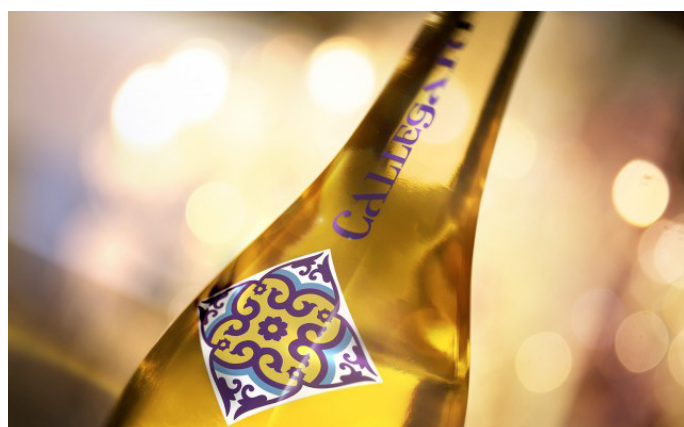


New premium Beefeater's gin Burrough's Reserve is launching next month, with branding and packaging created by Coley Porter Bell. The packaging includes two styles of bottle. The first is a perfectly minimal and modern specialty glass bottle that can stand up-right and also inclined on its side, becoming a centre-piece-worthy decanter that provides natural aeration to release the aroma of the olive oil.

Our hero bottle is a golden droplet, reminiscent of the purity and simplicity. The top is wrapped in its signature Spanish tile pattern and trimmed in turquoise. The bottle suits both the stay at home cook and the professional chef. Smell and taste, it is well known, are two senses that are strongly tied together.

The second Callegari bottle is a classic perfume bottle with purple atomizer, perfect for salads, and highlights the unparalleled aroma of Callegari Olive Oil. The bottle designs spark a change in consumers' behaviour, now bringing the product bottle to the table instead of using olive oil dispensers.

Consumers are drawn to Callegari as the brand and



packaging reflects the high quality and provenience of the olive oil. Callegari first debuted at the Michelin Gala Dinner in NY and SF in October 2012, when an initial run of the product was distributed among some of the most respected world chefs.

Due to the very positive response the design successfully secured the necessary.

Domino's Creates DVDs That Smell & Look Like a Pizza When Heated



Renting a movie goes well with getting a takeout pizza. In partnership with video rental stores, Domino's Pizza—together with the help of agency Brazil-based Artplan—created a DVD that releases the smell of a pizza and changes to look like a pizza, when the disc 'heats up' in the DVD player.

Various titles were stamped with thermal ink and flavoured varnish that were sensitive to heat to create the 'Domino's Pizza Disc'.

When users finished watching the movie and ejected the disc, they saw and smelt a pizza.

The pizza disc also had the message: "Did you enjoy the movie? The next one will be even better with a hot and delicious Domino's Pizza."



A ‘Sushi Helicopter’ That Delivers Meals To Customers



Yo! Sushi, a popular sushi chain in London, has found an innovative new way to deliver fresh sushi and sashimi to its customers.

Called the ‘iTray’, it is a mini helicopter that can travel up to 25 miles an hour—more than six times the walking speed of a waiter.

Controlled via iPad, restaurant staff can load food onto its tray and fly the drone to a customer’s table up to 50 yards away. Once the customers retrieve their meals,

the iTray will be flown back.

According to the Daily Mail, there are only two devices in operation, but if the iTray proves popular, it could be introduced to all of Yo! Sushi’s 64 UK stores next year.

Recently, Domino’s Pizza introduced a similar drone called the ‘DomiCopter’ that is able to deliver pizzas by air. Are helicopters the new way to deliver ‘fast’ food?