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New Bistro Concept Takes Top Honors at the QSR/FPI Foodservice Packaging Awards Ceremony

FALLS CHURCH, VA --- (Oct. 26, 2007) Citrine New World Bistro, a new fast-casual concept located in Redwood, California, blew away the judges with their "Dash & Dine" packaging and took home this year's prestigious 2007 Foodservice Packaging of the Year Award from the QSR Magazine-Foodservice Packaging Institute foodservice packaging awards competition.

Citrine's exceptional packaging, which includes an ingenious seatbelt flap to keep consumers food from flying onto the floor of their cars in the event that you make a quick stop, was deemed the "best of the best" from among 124 entries in seven categories. In addition to its top selection, this packaging group was selected for first place in "Brand Delivery - Family of Packaging" category in the competition.

In selecting the Citrine New World Bistro family of packaging, the judge in this category gave Citrine a near-perfect score saying that the distinctive graphic design carried across all of the restaurant's packaging was "superior to anything that's out there in the marketplace."

"This year's field of entries featured unique and outstanding packages, but the vibrant colors, quality and convenience this packaging provides to consumers really impressed the judges. It was obvious that a lot of thinking and forethought went into the development of this family of packaging.

It definitely stood out, both in its category, and in the entire field of entries,” said John R. Burke, president of the Institute.

Winners of the other six 2007 Foodservice Packaging Awards categories included:

Consumer Convenience – Beverage Packaging – The SwoopCup™ from Halo Cups, Inc., Anthem, AZ;

Consumer Convenience – Food Packaging – The Hot’n’Crispy Wrap from Smith Anderson Packaging Ltd. in Fife, Scotland;

Graphic Design Distinction – Single Package – The IHOP’N Go Carry-Out Bag from Tesser, Inc., San Francisco, CA;

Children’s Meal Packaging – Ruby’s Diner Classic Cruisers w/Put-Ons from Ruby’s Diner, Newport Beach, CA; and

Product Manufacturing Innovation – Spider Embossed High Dome Lid and Spider-Man™ 3 Lenticular Slurpee Cup from LidWorks M&N Plastics, Inc., Plant City, FL.

For more information, please contact Beth Phillips, director of member services and administration, at the Foodservice Packaging Institute at (703) 538-2800 or via e-mail at bphillips@fpi.org.

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A Listing of all of the 2007 QSR-Foodservice Packaging Institute Foodservice Packaging Awards winners is included in the attached pages. Prior to using photos of the award winners on the attached sheets, please contact Beth Phillips at bphillips@fpi.org.

Founded in 1933, the Foodservice Packaging Institute, Inc. (FPI) is the material-neutral trade association for converters, raw material and machinery suppliers of foodservice packaging products.



Honorable Mention: Family of Packaging

Krystal Hall of Fame Packaging
Company: The Krystal Company
Design Firm: The Johnson Group
Manufacturers: Rock-Tenn Company and Maui/Letica Corporation
Contact: Keeli Crew
(423) 424-3028

Honorable Mention: Family of Packaging

f-REAL! MilkShakes, Smoothies and Frozen Cappuccino
Company: f-REAL! Foods, LLC
Design Firm: Rae Huestis Design
Manufacturers: Fort Dearborn Company,
Eastgate Graphics, H.S. Crocker Company
Contact: Debra Cummings
(925) 255-7017



First Place: Consumer Convenience - Beverage

SwoopCup™
Company: Halo Cups, Inc.
Manufacturer: Power Bright
Contact: Larisa Balderrama
(602) 799-0720

Second Place: Consumer Convenience – Beverage

Glide Duo
Company: Tray Innovations Inc.
Design Firm: Tray Innovations Inc.
Manufacturer: Cameo Container Corp.
Contact: Dotison McThay
(773) 339-2171



First Place: Consumer Convenience – Food Packaging

Smith Anderson's Hot'n'Crispy Wrap
Company: Smith Anderson Packaging Ltd
Design Firm: Smith Anderson Packaging Ltd
Manufacturer: Smith Anderson Packaging Ltd
Contact: Michael Longstaffe



Second Place: Consumer Convenience – Food Packaging



Arby's Popcorn Chicken Shakers
Company: Arby's Restaurant Group, Inc.
Design Firm: Merkley & Partners
Manufacturer: International Paper
Contact: Kathy Siefert
(678) 514-4152

Third Place: Consumer Convenience – Food Packaging

Triple Dip Strips Cartons
Company: KFC Corporation
Manufacturer: Rock-Tenn
Contact: Susan Miles-Thomas
(502) 874-2784



Honorable Mention: Consumer Convenience – Food Packaging



Burger King Frypod
Company: Dopaco, Inc.
Design Firm: Dopaco, Inc.
Manufacturer: Dopaco, Inc.
Contact: Bob Carrado
(484) 875-3735

Honorable Mention – Consumer Convenience – Food Packaging

Buffet-To-Go
Company: Pizza Inn Inc.
Contact: Serena Bowers
(469) 384-5135



Honorable Mention – Consumer Convenience – Food Packaging



Dip-n-Go
Company: PWP INDUSTRIES
Design Firm: Terry Vovan
Manufacturer: PWP INDUSTRIES
Contact: Terry Vovan
(323) 513-9000

First Place: Graphic Design Distinction – Single Package



IHOP'N Go Carry-Out Bag
Company: Tesser, Inc.
Design Firm: Tesser, Inc.
Manufacturer: S. Walter Packaging Corp.
Contact: Debra Naeve
(415) 541-9999

Second Place: Graphic Design Distinction – Single Package



Ledo Pizza Box
Company: Ledo Pizza
Manufacturer: Timbar
Contact: Sandy Chan
(410) 721-6887

Third Place: Graphic Design Distinction – Single Package



18-Gram Black Label Single Serve Ketchup
Company: H.J. Heinz Company
Design Firm: The Design Center, Southern Graphics Systems
Manufacturer: Alcan
Contact: Laura Reiser
(412) 237-5088

Honorable Mention: Graphic Design Distinction – Single Package

Late Nite Packaging
Company: Burger King Corporation
Design Firm: Crispin Porter and Bogusky
Manufacturer: Duro Standard Products
Contact: Deanna Sievers
(305) 378-7946



Honorable Mention: Graphic Design Distinction – Single Package



The Trophy® Go Cup® in the Diner Stock Print
Company: Solo Cup Company
Design Firm: Solo Cup Company
Manufacturer: Solo Cup Company
Contact: Steve Sherman
(847) 579-3377

Honorable Mention: Graphic Design Distinction – Single Package



KFC Mexi Bowl Bag
Design Firm: DGWB Advertising
Manufacturer: Mello Smello LLC
Contact: Mark Miner
(763) 504-5435

First Place - Product Manufacturing Innovation

Spider Embossed High Dome Lid and Spider-Man™ 3 Lenticular Slurpee Cup
Company: LidWorks M&N Plastics, Inc.
Design Firm Lids: LidWorks M&N Plastics, Inc.
Design Firm Cups: Technimark, Inc.
Manufacturer Lids: LidWorks M&N Plastics, Inc.
Manufacturer Cups: Technimark, Inc.
Contact: Vince Cerasani
(204) 253-9017



Second Place – Product Manufacturing Innovation

Placesetter Preferred Molded Fiber Hinged Lid Carry Out Containers
Company: Pactiv Corporation
Manufacturer: Pactiv Corporation
Contact: Mark Spencer
(847) 482-3217



Third Place – Product Manufacturing Innovation

Chinet Comfort Cup Insulated Hot Cup
Company: Huhtamaki Foodservice, Inc.
Design Firm: Huhtamaki Foodservice, Inc.
Manufacturer: Huhtamaki Foodservice, Inc.
Contact: Jim Lammert
(913) 583-8254



Honorable Mention – Product Manufacturing Innovation

Chinet Twister Container
Company: Huhtamaki Foodservice
Manufacturer: Huhtamaki Foodservice
Contact: Mark Meyer
(913) 583-8239





Honorable Mention –Product Manufacturing Innovation

Smith Anderson's Hot'n'Crispy Wrap
Company: Smith Anderson Packaging Ltd
Design Firm: Smith Anderson Packaging Ltd
Manufacturer: Smith Anderson Packaging Ltd
Contact: Michael Longstaffe

First Place – Children's Meal Packaging

Ruby's Diner Classic Cruisers w/Put-Ons
Company: Ruby's Diner
Design Firm: Kid Stuff Marketing, Inc.
Manufacturer: Kid Stuff Marketing, Inc.
Contact: Joe Tindall
(785) 862-3707



Second Place – Children's Meal Packaging

Mini Moe's Kids Meal
Company: Moe's Southwest Grill
Design Firm: C3
Manufacturer: C3
Contact: Robin Ray



Third Place – Children's Meal Packaging

Classy Kid® Dine-Out Kit Stage 1, Dine-Out Kit Stage 2
and Crayangle™
Company: Hoffmaster
Manufacturer: Classy Kid Inc.®
Contact: Cindy Herbert
(920) 235-9330



Honorable Mention – Children's Meal Packaging

Circus Train Kid-Cups
Company: WNA
Manufacturer: WNA
Contact: Kara DiSarcina
(978) 256-6551



First Place – The Wow!! Factor

SnacDaddy

Company: Wing Zone Franchise Corporation

Design Firm: Eventys

Contact: Jordan Enech

(404) 875-5045 x 16



Second Place – The Wow!! Factor

Sbarro Signature Sauce

Company: Sbarro

Manufacturer: Sbarro

Contact: Tony Martin

(310) 614-6872



Third Place – The Wow!! Factor

Loyalty Cup

Company: Seda International Packaging Group

Design Firm: Seda International Packaging Group

Manufacturer: Seda International Packaging Group

Contact: John Parise



Honorable Mention – The Wow!! Fact

Chinet Twister Container

Company: Huhtamaki Foodservice

Manufacturer: Huhtamaki

Contact: Mark Meyer

(913) 583-8239



Honorable Mention – The Wow!! Factor

Shelf-Stable Seafood

Company: EDV Packaging

Manufacturer: EDV Packaging

Contact: Crista Maynou



Honorable Mention – The Wow!! Factor

Triple Dip Strips Cartons

Company: KFC Corporation

Manufacturer: Rock-Tenn

Contact: Susan Miles-Thomas

(502) 874-2784

