

OUTDOOR/TRANSIT

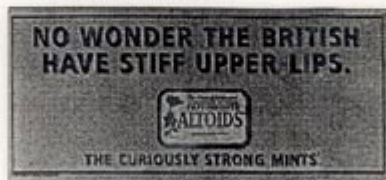


FIRST PLACE

**Brand:** Souza Conmemorativo Tequila  
**Supplier:** Domecq Importers  
**Marketing Director:** Cheryl Palmer  
**Brand Manager:** Lori Tieszen  
**Ad Agency:** Cliff Freeman & Partners  
**Creative Director:** David Angelo  
**Copywriters:** Greg Bell, Matt Vescovo, Michelle Roufa  
**Art Directors:** Matt Vescovo, Greg Bell, David Angelo

SECOND PLACE

**Brand:** Almonds  
**Supplier:** Collard & Bowser-Suchard  
**Ad Agency:** Leo Burnett  
**Creative Directors:** Mark Faulkner, Steffan Postner  
**Copywriters:** Kit Kramer, Steffan Postner  
**Art Director:** Mark Faulkner



THIRD PLACE

**Brand:** Tsingtao Beer  
**Supplier:** Barton Beers Ltd.  
**Brand Manager:** Barbara Starr  
**Ad Agency:** Hoffman York  
**Creative Director:** Tom Jordan  
**Art Director:** Ken Bulfs  
**Account Director:** John Murphy

BEST ALL-AROUND PACKAGING



FIRST PLACE

**Brand:** Caribao Single Barrel Tequila  
**Supplier:** Todhunter Imports, Inc.  
**President:** Tom Valdes  
**Ad Agency:** Reigl Associates, Inc.  
**Producer:** Martin Grassl

SECOND PLACE

**Brand:** Mississippi Mud Black & Tan Beer  
**Supplier:** Ferolito, Valtaggio & Sons  
**Creative Director:** Dan Valtaggio  
**Copywriter:** Francie Patten  
**Art Director:** Jean Pettine



THIRD PLACE

**Brand:** Leinenkugel's Original (Anniversary)  
**Supplier:** Leinenkugel Brewing Co.  
**Brand Manager:** John Leinenkugel  
**Ad Agency:** Design Partners, Inc.  
**Creative Director:** Rick Patraske  
**Designers:** Steve Schoone, Sally Brown  
**Illustrator:** Steve Schoone  
**Production:** Sally Brown