



# 2006 QSR/FPI FOODSERVICE PACKAGING AWARDS

For the past four years, QSR Magazine has teamed with the Foodservice & Packaging Institute to present the QSR/FPI Foodservice Packaging Awards which seek to honor the best in –you guessed it – foodservice packaging.

Once again, we had a record number of entries. This is, of course, gratifying for both QSR and FPI, but more importantly, we believe it shows increased recognition within the foodservice industry about the importance of packaging. After all, without packaging, food and drink wouldn't even make it across the counter.

And that's only the utilitarian view. As this year's crop of entries shows, packaging is also a way to deliver your brand, delight children, increase convenience for customers and much more.

## Brand Delivery—Family of Packaging

Honoring a family of foodservice packaging products that, through the use of graphics and graphic design elements, tie together products, enhance the aesthetic/visual appeal of the packages to the consumer, and create a great brand image and awareness for the operator.

### Honorable Mentions

- Orange Julius® Originals and Premium Fruit Smoothies
- Marcos Pizza Boxes



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### Noah's

Noah's sought a new identity that moved beyond the bagel.

While keeping the warm, classic feel, design group Tesser replaced the bagel with a storefront and dropped "bagels" from the name.

Manufacturer: LBP Manufacturing; Solo Cup; Rock Tenn.