



### **Brown Brothers awarded top honours at the Australian Drinks Awards 2015**

We are delighted to announce that Brown Brothers has received some outstanding results at the Australian Drinks Awards, on Wednesday 2<sup>nd</sup> September, picking up the award for Best Innovation in Cider for Grape Tree and Most Loved Brand in the Wine Category.

Ross Brown, Executive Director and third generation Brown Family member was ecstatic about the wins. “What a fantastic result for Brown Brothers, not only for Grape Tree which is a new direction for us, but to win Most Loved Brand is just a true testament to how we’re perceived not only by the trade, but by consumers too” he said.

Hosted by the Drinks Association, the Australian Drinks Awards are industry owned, celebrating the people and brands behind Australia’s leading beverages. Suppliers, distributors and retailers all congregated for the awards which were held at the Sydney Cricket Ground on Wednesday evening.

The judging of the awards is a three stage process, beginning with individual companies nominating their products. Following this, a panel of judges shortlist the entrants based on what they believe the consumer’s preference and perceptions would be, rather than their own. It is then passed over to Nielsen to carry out an online consumer survey of over 3,500 consumers.

Brown Brothers’ refreshing new Grape Tree was awarded Best Innovation in the cider category. The Best Innovation award is judged on the following criteria: *relevance, uniqueness, excitement and purchase intent.*

Brown Brothers was also awarded one of the most coveted awards on the evening, sharing top place honours with Jacob’s Creek for Most Loved Brand in the wine category and was based on the following criteria: *awareness, consideration, preference, recommendation, and willingness to pay price premium.*

The following wine companies that received awards on the evening were:

**Best Innovation – Wine, A by Arras Premium Cuvee NV**

**Best Presence in Social Media – Wine, Penfolds**

**Best Ad Campaign – Wine, House of Arras**

**Best Sales Achievement – Wine, Penfolds**

**Most Loved Brand – Wine, Jacob’s Creek and Brown Brothers (joint winners)**

Full details on the judging process and overall category award winners can be found on the Australian Drinks Awards website [www.australiandrinksawards.com.au](http://www.australiandrinksawards.com.au)

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