

TRIPLE AWARD WIN FOR FLOURISHING FEVER-TREE PREMIUM DRINKS BRAND ACHIEVES GARDEN SILVER AND GOLD FOR FAST PACE AND GREAT TASTE

A remarkable award-winning streak sees Fever-Tree pick up a **silver medal** at the **Chelsea Flower Show**. This comes just days after collecting the **Best Drinks Company** accolade at **The Drinks Business 2011 Awards** and an inaugural rating on this year's **Sunday Times HSBC International Track 100** making them the **fastest growing international drinks company** in the UK.

The Drinks Business explains why Fever-Tree collected their prestigious award:

“The winner this year is **‘genuinely passionate about being different and doing things differently, ticking every box along the way – they deserve praise and recognition.’** Most of all it was felt that they have invented a new drinks category: **‘premium mixers with beautiful packaging’.**”



Launched just six years ago, the award winning brand has spearheaded a new drinks category around the world. Ranked 32nd in the **Sunday Times International Track 100**, Fever-Tree were praised by the panel for having a particularly strong presence in the USA and Spain, and for having seen international sales grow by 94% pa, from £1.1m in 2008 to £4.3m in 2010.

Charles Rolls, Fever-Tree co-founder, comments: “We set out to change consumers and industry’s perception of the importance of the mixer and these awards are recognition of the fact that the message is starting to spread, exciting times!”

Editors Notes

Co-founders Charles Rolls and Tim Warrillow are available for interview to discuss award wins and achievements, ingredients sourced from Congo, Ivory Coast, India and the Mediterranean, and the Fever-Tree Tree House Garden at the Chelsea Flower Show 2011.

Fever-Tree

Fever-Tree’s range of mixers now includes: Ginger Beer, Ginger Ale, *Naturally Light* Ginger Beer, Tonic Water, *Naturally Light* Tonic Water, Lemon Tonic, Lemonade, Soda Water and the recently launched Mediterranean Tonic Water – the first tonic water made specifically to complement vodka.

Fever-Tree won CoolBrand status 2010/11 for the third consecutive year; the Ginger Beer won a Gold Award for ‘Best Soft Drink’ at the 2010 sofi Awards in the USA and ‘Best Soft Drink & Juice’ category at the Excellence in Food & Drink Awards 2009; in 2006 the Tonic Water won ‘Best International Gourmet Product’ at the Gastron Festival, Spain; in 2008 Fever-Tree picked up ‘Best New Product’ at the ‘Tales of the Cocktail,’ the US’s premier drinks event.

The Sunday Times HSBC International Track 100

The Sunday Times International Track 100 is an annual list sponsored by HSBC and Grant Thornton (www.fastrack.co.uk).

The 100 companies increased exports by an average of 91% a year over two years to a total of £1.6bn. International Track 100 is compiled by Fast Track and is published as a supplement in The Sunday Times in May, followed by a national awards dinner in London in June and follow-up regional dinners.

