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Dave Macey, [dmacey@bigfrontier.com](mailto:dmacey@bigfrontier.com)  
(312) 238-9308

**BIGfrontier Snags Top Honors at The 2006 Communicator Awards**

*Award of Excellence received for "Making Sauerkraut Sexy" campaign*

**Chicago, IL – April 20, 2006:** BIGfrontier was just awarded a 2006 Award of Excellence from The Communicator Awards for its "Making Sauerkraut Sexy" campaign, conducted for the Frank's Sauerkraut brand. The Award of Excellence is the highest honor given out by The Communicator Awards and BIGfrontier was selected from an international pool of over 5,000 entries. Other 2006 award winners include Burson-Marsteller, Porter Novelli the PRSA and Weber Shandwick Worldwide, among others.

In late 2004 BIGfrontier was charged with the task of reinvigorating and rebranding the entire sauerkraut category; this involved not only increasing sales in the existing demographic but creating new customers in an entirely new demographic. BIGfrontier achieved these goals through a unique campaign that literally made sauerkraut sexy.

"The Fremont Company, as well as Great Lakes Kraut, our chief competitor, had the best years in our respective company's histories. We closed out the year with fourth quarter sales up 30% and saw our product not only in media outlets like Good Morning America and Time magazine, but also named as one of the "Hottest Foods of the Year" by the Food Network. Not bad for a product that was consigned to ball parks and Oktoberfest just 12 months prior," says Chris Smith, VP and Director of Marketing for Frank's Sauerkraut.

BIGfrontier launched the campaign with the development of the K'Tini, a martini made with sauerkraut stuffed, vermouth infused olive. Through a combination of high profile events and top tier national press placements the K'tini brought sauerkraut to a whole new generation and made K'tini a household name, even winding up in the wildly popular Wikipedia online dictionary.

"We're out to shake up the big PR firms by demonstrating that nothing tops a BIG idea. If winning these industry awards gets the attention of potential clients who are paying for lobster at other agencies and being served smelt, then they're actually worth the entry fees," says BIGfrontier founder Steve Lundin. "If not, they make handy doorstops, bookends and dust collectors," he adds.

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**About BIGfrontier**

BIGfrontier is Chicago's premiere Public Relations Creative Boutique. Holding a roster of clients in the consumer product, technology and legal markets BIGfrontier uses its creative expertise to facilitate a BIGidea for each account. Fresh thinking, media expertise and a mastery of the written word are all reasons why clients who chose BIGfrontier recognize that *Creativity Creates Customers*: [www.BIGfrontier.com](http://www.BIGfrontier.com)

*Producers of the award winning BIGfrontier events:* [www.bigfrontier.org](http://www.bigfrontier.org)