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Lightening Strikes Twice: BIGfrontier Snags PCC's Golden Trumpet for Sexy Sauerkraut Campaign

Award follows on the heels of the Communicator Award of Excellence for same campaign

Chicago, IL – May 05, 2006: BIGfrontier was just awarded the Publicity Club of Chicago's (PCC) top award, the Golden Trumpet, in the most hotly contested category: marketing. This marks the second major award in 30 days that BIGfrontier has won for the campaign that famously "made sauerkraut sexy." Other 2006 marketing category winners included Edelman and The Museum of Science and Industry.

In late 2004 BIGfrontier was charged with the task reinventing the entire category of sauerkraut and made the product the focal point of a national dialogue AND increased client sales by 30% in less than 12 months, on a \$60,000 budget.

"The Fremont Company had the best years in our respective company's histories. We 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," says Chris Smith, VP 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.

"This is the first time that we entered the PCC Trumpet awards. Walking away with their top honors against the supposed "big agencies" in town is yet another indication that the best PR comes from those who have the biggest ideas, not the biggest budgets," says Steve Lundin, BIGfrontier's founder and chief hunter and gathers. "I pity all the clients of the big PR firms who are paying for lobster and being served smelt," he adds.

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About BIGfrontier

BIGfrontier is Chicago's premiere Public Relations Creative Boutique. Holding a roster of client's 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

Producers of the award winning BIGfrontier events: www.bigfrontier.org