



SUE BEE HONEY® wins Best of Show at 2012 AMA Pinnacles



OMAHA, Neb. (May 7, 2012) Sue Bee Honey of Sioux City, Iowa, won Best of Show in the 2012 Omaha American Marketing Association Pinnacle Awards, an annual competition based on measurable results as well as creativity.

The Best of Show award was given for Sue Bee's "Trust the Taste" campaign, a multimedia campaign featuring Olympic Gold medal swimmer Summer Sanders, honey recipes, coupons and information on the purity of Sue Bee Honey, an American-made product supplied by American beekeepers who are members of the Sioux Honey Association cooperative. The entry also won a Pinnacle award for Total Marketing Campaign in the Large Business category during the award show, held in April at Omaha's Lauritzen Gardens.

"We're delighted to receive this award recognizing the marketing effectiveness of the work as well as its originality," said David Allibone, president and chief executive officer of Sue Bee Honey, headquartered in Sioux City, Iowa.

About Sue Bee Honey

Sue Bee Honey is the branded product name for the Sioux Honey Association, headquartered in Sioux City, Iowa, with production facilities in Sioux City, Iowa, Elizabethtown, N.C., and Anaheim, Calif.

Sioux Honey Association has become the world's largest honey marketing organization and Sue Bee Honey is the most recognized honey brand in the USA. Its global presence extends to the Middle East, Far East, and South and Central America, and it continues to be a leader in the honey industry with state-of-the-art facilities, which include research and development.

The Sioux Honey Association also is a green company, which means Sue Bee products and containers are safe for the environment. The Association strives to protect the ecosystem through recycling, innovative engineering, and cutting back on over-packaging. To learn more about Sue Bee Honey and the Sioux Honey Association, log on to [**www.suebee.com**](http://www.suebee.com).