

## Seal crowned the supplier of the year

March 2007

Birmingham based Seal Communications has been chosen as Supplier of the Year by a Leicester based regional brewer.



Everards Brewery, which produces award winning cask ale brands including Tiger Best Bitter and Original and has a tenanted estate of 161 pubs, announced the award at a supplier conference held at Leicester Tigers RFC ground in Welford Road, Leicester.

Sarah Burton, account director at Seal, said: "Our ongoing work with Everards combines product promotion with more strategic based corporate PR and we're delighted to have been chosen ahead of some fantastic national brands.

"We're used to winning industry awards at Seal, but to receive recognition like this from a major client is very exciting and the Everards account team along with everyone else in the agency is thrilled."

At the event, attended by key drinks suppliers and manufacturers, Seal was presented with an engraved tankard and personalised rugby shirts for the account team.

Everards managing director Stephen Gould, joined by operations director-commercial, David Bremner, said: "Seal has played a pivotal role in what has been a year of major transition for certain sectors of our business."

The client award is a welcome addition to the industry awards in which Seal has been recognised for the past eleven consecutive years.

The agency, which has offices in Birmingham, London and Shrewsbury, has a client list including Punch Taverns, Virgin Trains, Halfords and Julian Graves.

**Ends**

**For more information please contact Rebecca Mee at Seal Communications on 0121 200 0780.**