
Evertaste claims two German Design Council awards

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[LSG Group](#) announced today that its newest brand, [Evertaste](#), has been honored twice by the “[German Design Council](#)” (Rat für Formgebung) during a ceremony last night at the Telekom Capital Representative Office in Berlin.

“The German Brand Award honors the best product and company brands in an industry based on criteria such as independence and brand type, brand impact, differentiation from the competition, design quality of the brand presentation, degree of innovation, future promise and more,” said a release from LGS Group.

Evertaste won awards in two categories: “Gold” in the Excellent Brands category – Corporate Services and “Best of Best” in the Excellent Brands category – Brand Innovation of the Year.

“The new Evertaste brand combines the professionalism of an experienced food service provider and the emotionality of moments of pleasure with an all-round high-quality, modern appearance with a high recognition factor that whets the appetite,” stated the jury. “An outstanding work of branding from A to Z, which presents itself with a fresh and contemporary design and leaves the LSG Group well prepared for its step into another market segment.”

The Evertaste brand was launched by the LSG Group at the World Travel Catering and Onboard Services Expo (WTCE), in April 2018. The products are served on airlines, trains and convenience retail outlets.

“Both prizes are seals of quality that prove our brand expertise,” said Frank Theis, LSG Group’s Head of Global Sales and Marketing. “Our heartfelt congratulations to our Evertaste and Global Marketing teams! We are so proud of you!”