Business: Lets Spoon  
**Product:** Chocolate coated spoons – blonde, brunette and redhead  
**Award: Winner Innovation in Branding** This award is given to the business which displayed the Purple Cow Features of innovation and creativity in branding, and thus stood out from the crowd of 55 businesses.

Business: Hardcover Hideaway  
**Product:** Vintage books with the centre cut out of the pages to ‘hide’ an object.  
**Award: Winner Innovation – Product Concept and Design.** This award is given to the business which displayed the Purple Cow Features of innovation and creativity in the product concept and design, and thus stood out from the crowd of 55 businesses.
**Business:** Paper Press  
**Product:** Origami cranes in jars and bottles  
**Awards:** Winner of the People’s Choice award and the Innovation award. This award is given to the business which displayed the Purple Cow Features of innovation and creativity in stall design, and thus stood out from the crowd of 55 businesses.

**Business:** Holy Floss  
**Product:** Origami cranes in jars and bottles  
**Awards:** Winner of the Most Improved award. This award is given to the business which displayed the Purple Cow Features of innovation and creativity in improving their marketing and thus stood out from the crowd of 55 businesses.