

# Lean Cuisine Wins Grand Prize at the Nielsen Design Impact Awards

emily  
inman



Team Kauck is thrilled to announce our collaboration with Nestle's Lean Cuisine and Pearlfisher that won the grand prize at the Nielsen Design Impact Awards, "the first U.S. package design awards to use actual retail performance data in selecting winners." This is an outstanding example of a corporation having the confidence to empower individual suppliers to do what they do best: asking the photo team to create a unique look and the design team to create a groundbreaking design. With Nestle's confidence, we stretched the boundaries and helped drive a sales increase of \$58 million in the first year.

Photographer:  
**Jeff Kauck**  
Design:  
**Pearlfisher**  
Prop Stylist:  
**Andrea Kuhn**

Food Stylist:  
**Kathy Aragaki**  
Producer:  
**Dana Bufalino**  
Agent:  
**Emily Inman**