

## AUGUSTINER FULL-BODIED LAGER GETS FIRST FULL-BODY SHAPED ALUMINUM BOTTLE IN NORTH AMERICA

Hermitage, PA – Aluminum bottles are becoming more and more commonplace, especially in the brewing industry. However, one popular lager, Pittsburgh Brewing Company's Augustiner, has become an instant standout. It is the first beer beverage available to the public in a contoured aluminum bottle using CCL Container's new ALUMINEX™ full-body shaping technology. The new, commercially available design known as the "Tailgater" brings great design equity to the evolving aluminum bottle package from CCL Container.

Joseph Piccirilli, vice chairman of Pittsburgh Brewing Company, explains: "We were looking to give the Augustiner Lager brand a distinct look and the new ALUMINEX™ shape was the perfect answer. Furthermore, this aluminum bottle allows us the opportunity to be more creative with the graphics. We were also able to print the brand's logo with ink that glows under the popular Ultra Violet lights that appear in clubs and bars."

Augustiner is a full-bodied, amber-colored, crisp-tasting lager, which was first introduced by Pittsburgh Brewing Company in 1999. The Tailgater's unique, ergonomic shape is one of two mass-appeal contours currently available in CCL's ALUMINEX™ line of sculpted bottle-cans.

CCL Container is not only North America's leading producer of impact-extruded aluminum packaging, the multi-national company has also spearheaded the development of aluminum bottles.

CCL's vice president of sales and marketing, Ed Martin, described the shape of things to come in the world of aluminum packaging: "Our efforts are all about helping our customers find ways to drive the consumption of their products. Given the need for product differentiation on already overcrowded shelves, our ALUMINEX™ full-body shaping is sure to become the point of difference, create interest and ultimately drive consumption."

The two ALUMINEX™ shapes available for immediate mass production can be ordered in a variety of fills, including 12 oz. and 16 oz. Both the Tailgater design used by Pittsburgh Brewing Company, and

a classic long-neck bottle shape that CCL calls the “Roadhouse,” are available in a choice of Crown or 28mm threaded re-sealable finishes.

There is no doubt that many existing beverage products will add an aluminum bottle to their line in the near future, and dozens of new products will be introduced in “bottle-cans” as an alternative to glass or plastic. Adding to consumer appeal is the fact that aluminum bottles are 100% recyclable and environmentally friendly, and while they have the rigidity of glass, they are unbreakable.

In addition, aluminum bottles do more than help marketers get their products noticed—they cool faster. In fact, some independent testing shows that they defy science and stay colder longer than other packaging materials. The ALUMINEX™ line offers the added advantage of proprietary, food-grade, internal and external linings to protect product taste and purity.

As for Pittsburgh Brewing Company, this was by no means the first time this innovative company broke new ground in packaging. They were the first brewery to use aluminum bottles on a wide-scale basis, the first to introduce the snap-top can in 1962, the first to use the twist-off cap, and also the first to imprint cans with pictures. Now, with the help of CCL Container, they are printing their ALUMINEX™ bottle-cans with graphics that glow under UV light.

Where can you get your hands on one of these showcase “Augustiner” aluminum bottles? Right now the “Tailgater” is materializing all over the greater Pittsburgh area, with additional distribution in surrounding states.

CCL Container is North America’s leading manufacturer of recyclable aluminum aerosol cans and aluminum bottles available in multiple closure systems. The company’s manufacturing facilities are located in Hermitage, PA, Penetang, Ontario and Mexico City, Mexico. All facilities are ISO 9002 Registered. Visit [www.cclcontainermedia.com](http://www.cclcontainermedia.com); [www.bottlecan.com](http://www.bottlecan.com) and [www.aluminexline.com](http://www.aluminexline.com).

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**For more information on:**

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**CCL Container**, visit [www.cclcontainermedia.com](http://www.cclcontainermedia.com)  
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