

## **XX Marks the Spot on Dos Equis' New Aluminum Bottle by CCL Container**

Hermitage, PA - Cervecería Cuauhtémoc Moctezuma (CCM), part of the Fomento Económico Mexicano, S.A.B. de C.V. (FEMSA), the leading beverage company in Latin America, is making history with the help of CCL Container. Dos Equis XX Lager has launched its signature brand in a new aluminum bottle produced by CCL Container, becoming the first Mexican-manufactured beer to offer its beverage in this dynamic package.

“The new 12 oz aluminum bottle is an innovative and trendy design in the Mexican beer industry that will increase the brand value of Dos Equis,” said José Manuel Juárez, XX Lager brand manager. “It will reinforce the position of Dos Equis in the super premium market as an original and unique beer that projects status and image.”

“Dos Equis wanted an interesting alternative to the glass bottle that would propel it even further in the Mexican market,” said Juan Carlos Bernal, manager at CCL Container. “The aluminum bottle provides an element of elegance to the brand.”

The company also selected the aluminum bottle for the benefits that extend beyond just piquing consumer interest. Aluminum bottles are unbreakable, resealable, they cool faster, are made of pure alloy, and are 100 percent recyclable. Also appealing to Dos Equis was the fact that CCL’s aluminum bottles can be decorated at 360°, combining color and design to create an entirely unique way to make its mark with XX Lager.

“Since our founding in 1884, Dos Equis has always excelled at bridging tradition with the modern world. In fact, the first XX lager, ‘Siglo XX,’ was created by founding father Wilhelm Hasse, to usher in the 20<sup>th</sup> century,” said Juárez. “Since then, we’ve been on the forefront of new innovations in beer distribution. The aluminum bottle is just the next phase in our evolution.”

Dos Equis worked together with CCL Container, creating a constructive synergy that produced a modern, sleek and functional package that will surely attract attention in the targeted market, explained Bernal. And, though its packaging will change, what the Dos Equis signature XX design represents will remain the same.

“The two symbols on the bottle of both XX Lager and XX Amber – the XX, which literally represents the Dos Equis name, and the face of Moctezuma, the 16<sup>th</sup> century Aztec ruler who was conquered by Hernan Cortez – will continue to work together to represent both Dos Equis history and its propensity for leading the way in change,” said Agla Gabilondo, manager of new product development.

The company is planning a marketing blitz to launch the new Dos Equis 12 ounce bottle that will include TV commercials and OOH/POS ads featuring the logo: “Dos Equis Aluminum Bottle: the Mexican beer that leads the change.” The new aluminum bottle will be distributed on and off premise in key markets, according to Patricia García, advertising and promotions manager for XX Lager.

CCL Container is North America’s leading producer of impact-extruded aluminum packaging. The company currently has ISO 9002 Registered manufacturing facilities located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico. For additional information, visit [www.cclcontainer.com](http://www.cclcontainer.com) and [www.bottlecan.com](http://www.bottlecan.com)

**For more information on CCL’s products/services, contact:**

Ed Martin, Vice President, Sales and Marketing  
CCL Container  
Tel: (203) 354-4523  
Fax: (203) 354-4524  
E-mail: [emartin@cclcontainer.com](mailto:emartin@cclcontainer.com)

**CCL Container U.S. Operations:**

One Llodio Drive  
Hermitage, PA 16148

**For press information, contact:**

Trish Hamer  
Delia Associates  
Tel: (908) 534-9044  
Fax: (908) 534-6856  
E-mail: [thamer@delianet.com](mailto:thamer@delianet.com)  
Website: <http://www.delianet.com>

**To download this release and photo, visit**  
<http://www.cclcontainermedia.com/pr/pr-DosEquis.html>