

# PRESS RELEASE

## TWO NEW FLAVORS AND ALL-NEW LOOK FOR SNAPPLE ELEMENTS ALUMINUM BOTTLE PACKAGING

**2004** – Cadbury Schweppes’ popular Snapple Elements energy drink line has two daring new flavors—Venom and Metal—and a totally revamped package that does more than just attract attention—it demands it. CCL Container, one of North America’s leading suppliers of specialty packaging, produced the container, which features vivid colorblocking, bold, stylized graphics and an edgy vibe that screams “energy” to its 16-24-year-old male target audience.

The new Venom is a citrus-based flavor, and Metal gets its kick from the sweet tang of blood oranges. Other flavors include Fire (dragonfruit), Rain (agave), Meteor (tangelo) and Sub-Zero (brazilian cherry).

“We worked with Snapple several years ago on the first aluminum packaging for Elements,” said CCL vice president of sales and marketing, Ed Martin. “This container represents a logical evolution of the brand, pushing the envelope further with an edgy, distinctive look that reflects the cutting edge nature of the brand.”

The Elements packaging looks like nothing else you’ll find at the grocery and convenience stores where the product is sold. Distinctive shaping, blocks of vibrant color and bold lettering startle the eye, as do the intriguing, minimalist graphics depicting each flavor. Meanwhile, the container’s frosty appearance promises fast relief for thirsty consumers.

Snapple is pleased with the line’s new look, and more importantly, is seeing evidence that it is achieving its stated objectives, which include strong visual appeal and a high-octane attitude. “First of all, we wanted to stand out clearly on the shelf,” said Mike Acken, brand manager, Snapple New Products. “We were also trying very hard to communicate energy to our young, active consumers, and I think the design really does that.” Even the lettering, with its tousled edges, looks like it can’t stay still.

“This package fits perfectly with our brand image, and it has such a powerful visual presence that it demands consumer attention and reaction,” Acken added. In fact, it appears to be getting a lot of both. When the Elements’ flavors in the new packaging hit the market in January, they quickly became among the top 15-selling new products in convenience stores nationwide. In addition, the Elements’ flavors in aluminum containers are selling about 30% faster than those still packaged in the traditional glass bottles.

Much of that success has to do with the use of the aluminum itself, which offers several practical benefits along with a much broader range of contouring and decorating possibilities than other metal cans. Aluminum is lightweight and unbreakable so it’s highly portable, and its superior insulating properties keep beverages colder than glass or plastic, an attractive feature for those who are more likely to reach into a backpack for a drink than into a refrigerator.

According to Acken, it was important that the container also entice consumers with a refreshingly cold appearance on the shelf. CCL achieved the container’s “icy cold” look by first applying a silver metallic base coat with a gloss overvarnish, then adding an ice crystal design with a tint of white ink during the printing process.

Shaping, one of CCL’s core capabilities, was also a key design element, and like the aluminum itself, offers both aesthetic and practical benefits. The rugged grip rings have the dual effect of cutting a distinctive silhouette while making Elements easy to grab and drink on the run.

“CCL was more than a vendor, they were a partner in this project,” said Acken. “They provided invaluable creative input, and they were flexible; we always got a fast response to our concerns. Most impressive though were their production capabilities. There’s nothing that we could come up with that they couldn’t implement,” he added.

The Snapple Elements brand is a part of Cadbury-Schweppes Americas Beverages, located in Rye Brook, NY.

CCL Container is North America’s leading manufacturer of recyclable aluminum packaging for the beverage, food, personal care, pharmaceutical and household markets. The company’s manufacturing facilities are located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico. All facilities are ISO 9002 Registered.

**For more information on CCL's products and services, please 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 further press information, please contact:**

Ed Delia

Delia Associates

Tel: (908) 534-9044

Fax: (908) 534-6856

E-mail: [edelia@delianet.com](mailto:edelia@delianet.com)