

## **CCL CONTAINER'S ALUMINUM BOTTLE CHOSEN FOR NEW BEVERAGE CATEGORY**

Hermitage, PA – The name of the beverage is Fever. With a ginger vanilla flavor, it is made with nine organic herbs from around the world and is purported to increase the libido of both men and women.

According to Delmond Newton, founder and CEO of Fever Beverage USA, “Fever is not another energy drink. It is a stimulation beverage. This is a brand new category.”

Small wonder then that the aluminum bottle was the container of choice for the Fever brand. While aluminum bottles have increased sales and consumer demand for beverages in many categories, aluminum bottle-cans are an especially hot commodity when it comes to the youth and young adult markets.

It is equally no surprise that CCL Container, North America's leading producer of impact-extruded aluminum packaging, was involved. CCL received a Worldstar packaging award and industry-wide recognition for designing the world's first beer bottle to convert from glass to aluminium. Ever since, CCL Container has been a driving force in the production of impact-extruded aluminium bottles as an alternative to glass and plastic. CCL has also been on the forefront of new product introductions in aluminium bottles in nearly every beverage category.

Newton explained how his product came to be bottled in aluminium. “As a premium product, we needed packaging that would stand out and project a premium image. We needed to distinguish Fever from all the energy drinks we get put next to. When I questioned some of the premium beverage bottlers in the industry, I was told CCL was the only company that could deliver the look I was after.”

The people at CCL Container took him by the hand from the initial contact, according to Newton. Although there were a lot of options in terms of size, shape, closure and graphics, there was no question as to whether Fever would be bottled in aluminium.

“The aluminium bottle was a natural fit for Fever’s target market,” says Ed Martin, vice president of sales and marketing for CCL Container. “Aluminum bottles are lightweight, 100% recyclable, and they allow for high-impact graphics not otherwise possible on conventional glass bottles.”

The new beverage’s proprietary combination of exotic aphrodisiacs and natural stimulants comes in 14-ounce doses. Each bright red bottle of Fever is distinguished with a graphic depicting a stylised Cupid on a Lions back, and has a resealable screw off cap.

Fever, being billed as the “ultimate pleasure beverage,” will be looking to break into the club and party markets from coast to coast. It will have a “brand ambassador” in Miami, New York, Atlanta, Las Vegas and Los Angeles. Each of these ambassadors will use their local influence and club scene relationships to promote the Fever brand on the grass roots level and through their media contacts. Fever’s viral marketing initiative will gradually be supplemented with traditional advertising as more consumers catch onto Fever and distribution spreads from night clubs into convenience stores.

CCL’s aluminium bottles are truly showing up everywhere. The company’s recent advances include the BodyShapes™ line of aluminum bottles. BodyShapes™ offers full body shaping, allowing for top-to-bottom product differentiation. CCL’s Aluminex™ line of aluminum bottles offers the added advantage of food-grade internal and external linings to protect product taste and purity. And all of CCL’s bottles are available in a choice of industry standard resealable closure systems: Crown, CT-38, and CT-28.

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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