

PRESS RELEASE

IRON CITY LAGER AN OVERNIGHT SUCCESS IN NEW ALUMINUM BOTTLE

2004 – Beer fans nationwide are now enjoying Iron City Premium Lager in a sleek, new aluminum bottle. On Tuesday, August 24, Pittsburgh Brewing Company shipped 20,000 cases of Iron City in the new 12-ounce aluminum package to distribution centers in 30 states. This marked the first major launch of a beer packaged in aluminum bottles. Remarkably, the initial units had sold out in less than 24 hours.

As news of the new product circulated the following day, a picture of the shiny Iron City aluminum bottle was the “most viewed photo” on *Yahoo! News*.

Joe Piccirilli, vice chairman of Pittsburgh Brewing Company, commented, “The response has been overwhelming. We’ve already received numerous calls for the product from all across the nation, as well as the UK, Ireland, Montreal, Toronto, and even Brazil. Iron City has a long and proud history. It’s truly rewarding to be able to now share it with the rest of the world. We’re delighted by the positive feedback.”

The Iron City bottle was developed and manufactured by CCL Container, North America’s leading producer of impact extruded aluminum packaging. Ed Martin, CCL’s vice president of sales and marketing commented, “We have believed for some time that this package could bring great value to the beer market, but we needed the right company to partner with. We found that partner in Pittsburgh Brewing Company.”

At a recent press conference last Tuesday announcing the new package, Martin noted the irony, “It’s hard to believe the best thing for your Iron City would be aluminum.” He continued, “We are honored that Pittsburgh Brewing Co. has entrusted the 143 history of Iron City Lager to our package.”

Martin and Mark Goda, CCL’s director of R&D, had the chance to sit down with Piccirilli at Atria’s Restaurant & Tavern (Pittsburgh, PA) to reflect on the events of the past few days

following the launch. That proved a challenge, given the enthusiasm for the new package, which was available to Atria's patrons that evening. Customers seeking genuine "Piccirilli autographed" bottles and insights on the new package were abundant.

Atria's proprietor Jack Hunt commented, "The Iron City beers were being consumed as fast as we could chill them. And a number of customers even purchased six-packs to take home, not knowing when more would be available."

Aluminum bottles give the Iron City brand higher visibility in a crowded, image-conscious market. They also give beer drinkers a new way to enjoy beer – in an unbreakable, re-sealable container that keeps beer colder longer than glass.

The bottles are produced with three times the aluminum of a traditional beer can, giving them superior insulation. That keeps the beer colder for as much as 50 minutes longer than a glass bottle, according to Kevin Lowery, spokesperson for Alcoa, the world's largest aluminum producer, and supplier of the aluminum used to produce the Iron City bottle.

While this is the first major launch of a beer product in an aluminum bottle, the package is getting around, and Martin believes that consumers are ready to accept this new package option. "Chill-retention, re-sealability, recyclability and durability are a few of the reasons why this package appeals to consumers," Martin commented. "The bottle's sleek, silver-metallic look is something beer drinkers will enjoy holding in their hands."

CCL started developing the aluminum bottle in 1989, with commercial production beginning in 1990. The package made its debut in the beverage industry in 2002. Since then, several beverage marketers have evaluated and adopted the container into their product lines.

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.

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