

# PRESS RELEASE

## **PITTSBURGH BREWING CO. ANNOUNCES NATIONWIDE LAUNCH OF IRON CITY LAGER IN ALUMINUM BOTTLES BY CCL CONTAINER**

**2004** – Beer fans nationwide can now enjoy Iron City Premium Lager in a sleek, new aluminum package. Pittsburgh Brewing Company, the makers of Iron City, a long-standing Pittsburgh icon, recently launched the product in a sleek, shiny aluminum bottle. The new 12-ounce bottles will be available at distributors across the country and in select bars and restaurants. This marks the first major launch of a beer packaged in aluminum bottles.

“The time is right for Pittsburgh Brewing to make another packaging innovation in the brewing industry, and this new bottle is a perfect way to do that,” comments Joe Piccirilli, vice chairman of Pittsburgh Brewing Co. We think it will become a core package in the beer marketplace.”

CCL Container, the largest North American manufacturer of impact extruded aluminum packaging, produces the new bottle. 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 container that keeps beer colder longer than glass, according to Pittsburgh Brewing. And then there's the ultimate benefit, comments Piccirilli, "The consumers we tested say they think it's cool."

Piccirilli notes that the package offers many pluses for the beer drinker. “The aluminum bottle has a greater chill retention than glass or can containers. Another great feature is that this bottle retains the great taste of the beer.”

"It's hard to believe the best thing for your Iron City would be aluminum," said Edward B. Martin, vice president of sales and marketing for CCL Container, at a recent press conference at the brewery announcing the new package. “Pittsburgh Brewing is the first brewer in the world to commit a product line to the aluminum bottle, and we are honored that they have trusted the 143-year history of Iron City Lager to our package,” he continued.

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, the latest of which is Pittsburgh Brewing.

Chill-retention, re-sealability, recyclability and durability—plus a wide range of decorating and shaping options—are just a few of the reasons why CCL’s bottle appeals to beverage marketers. From beer, to energy drinks, to on-premise cocktails, premium liquors, and more, the aluminum bottle provides beverage marketers a new and distinctive packaging option.

The aluminum bottle continues Pittsburgh Brewing’s innovative history with Alcoa, which supplies the aluminum for the new package. The collaboration of the two companies has already been the source of significant industry accomplishments. In 1962, Alcoa developed the first snap-top can (also known at the time as “Easy-Open Snap Top”), and gave Pittsburgh Brewing exclusive use of this technology. Following its debut, snap-top cans changed the beverage industry. Pittsburgh Brewing was also the first brewery to use the twist-off cap on its products.

Iron City has been the signature beer of Pittsburgh since 1861. The premium lager beer is still brewed fresh daily at the Brewery on Liberty Avenue in Lawrenceville. The retro logo, reestablished in 1999, brings back the original design and reinvents itself to the younger generation. Recent trends show Iron City in the hands of drinkers new to the brand, while the catchy logo is a reminder to all beer drinkers that Iron City hasn’t forgotten the quality, integrity, and tradition of its flagship brand.

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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