

## **The Aluminum Bottle hits the beach!**

### **Caribbean Debut is days away.**

The Caribbean's first beverage to be bottled in aluminum is being introduced in the Dominican Republic by Miguel Barcelo P. & Company. The product, La Benedicta, a hard cider, will now be available in a 16 oz. crown finish aluminum bottle produced for them by CCL Container.

According to Gustavo Cruz Jerez, Vice President of Marketing & Sales for La Benedicta, this may also be the first aluminum alcoholic beverage bottle to be introduced in all of Latin America.

The launch of the newly bottled La Benedicta will be announced at the famous Loft Bar & Lounge in Santo Domingo, capital city of the Dominican Republic, later this month. Although on the market for only 9 months, La Benedicta already enjoys 90% of the market in the category of locally produced hard cider.

“We are one of the true trend-setting brands among 18 to 25-year-olds,” says Cruz Jerez. “So when we read about CCL's work in the development of aluminum bottles, we immediately decided to explore the possibilities of getting our brand in line with the new trend in the packaging industry.”

For several years, CCL Container has been a driving force in the production of impact extruded aluminium bottles as an alternative to glass and plastic.

In fact, CCL received a Worldstar award and industry-wide recognition for designing the world's first beer bottle to convert from glass to aluminium.

Not only do lightweight aluminium bottles give marketers the ability to differentiate certain brands and extend their product lines, they also cool faster, are unbreakable and are 100% recyclable. They even allow for high impact graphics, not possible on conventional glass bottles.

“The aluminum bottle is perfect packaging for the on-the-go consumers here in the islands,” says Cruz Jerez. “The level of acceptance has been phenomenal. Not only does the aluminum bottle have a great on-premise package for beachside parties, it also contains ‘black light’ graphics that glow under the ultra-violet lights used in many popular bars.”

What has contributed to the impact of CCL's branding and manufacturing innovations is the company's ability to provide local support. Although headquartered in Toronto, Canada, CCL has 44 manufacturing plants located throughout the Americas, Europe and Asia.

Every year CCL Industries, Inc. continues to strengthen its role as a vital source of innovation for beverage companies around the world. In the past year alone, major advances have come from both the company's label and container divisions.

CCL's newly introduced Aluminex® line of aluminum bottles offers the added benefit of top-to-bottom shaping, allowing for even greater product differentiation. And CCL's Aluminex bottles are available in a choice of

industry standard resealable closure systems: Crown, CT-38, and CT-28. CCL's Aluminex bottles also offer the added advantage of food-grade internal and external linings to protect product taste and purity.

Based in Santo Domingo, capital of the Dominican Republic, Miguel Barcelo P. & Company is a leading corporation dedicated to the production, marketing and distribution of premium alcoholic beverages. Visit [www.labenedicta.com](http://www.labenedicta.com)

CCL Container is North America's leading producer of impact extruded aluminum packaging, and is a perennial winner of Worldstar awards for packaging excellence and innovation. The company has ISO 9002 Registered manufacturing facilities located in Hermitage, PA, Penetang, ONT and Mexico City, Mexico.

For more information about CCL Container visit [ww.cclcontainermedia.com](http://ww.cclcontainermedia.com)

For more information on CCL's aluminum bottles, visit [www.bottlecan.com](http://www.bottlecan.com)

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