

PRESS RELEASE

CCL CONTAINER IS PICKED BY FORBIDDEN FRUIT

2002 – Canada’s 9-million annual unit refreshment beverage market is about to get a brash new entry from Vincor International. Their Tabu™ line of vodka-based beverages will make its debut with the introduction of "Forbidden Fruit," a prickly pear-flavored carbonated low-alcohol beverage. As the first of what is expected to be a series of fruitful introductions, Tabu debuted in liquor stores in May 2002.

One of the key components in the marketing mix is the “radical-chic” packaging from CCL Container. Unlike anything currently on beverage shelves, Tabu will make its debut in brushed aluminum, long-neck bottles topped with traditional crown caps.

The packaging is a recent innovation from CCL Container’s Aerosol Division. Mark Goda, director of research and development for CCL Aerosol, is very enthusiastic about the stylish package. "We’re working with an impressive group of successful marketers from Vincor and believe this new product has enormous potential," says Goda. Chris Pfeifer, brand manager, refreshment beverages for Vincor, remarks, “With all the other low-alcohol products in glass or plastic, an aluminum bottle offers a distinctive and stunning presentation. When you add graphics that are equally unique, you have a product that offers significant shelf appeal.”

Yet, appearance isn’t the whole story. This bottle is hard working as well. “We’re confident that the overall elegance of the package will prompt consumers to pick it up. But, more than that, this package is a real performer,” comments Goda. Vincor chose a 59mm diameter bottle (large enough to hold 500mL), but with its slim profile, the Tabu bottle is a comfortable fit for both male and female hands. The long neck, unique to the product line, is topped with a crown cap that provides a secure seal.

Both the internal and the external linings are proprietary and were specifically developed by CCL Container to meet the requirements of this unique package and assure product integrity. The functional aspects of these linings, combined with a patented forming process, allow CCL Container to produce the long-neck containers with great efficiency and superior quality.

The result? A sophisticated and eye-catching bottle with the functionality to protect the product from tampering as well as contamination.

Pfeifer is quick to point out that Vincor is delighted with the results and equally impressed with their working experience with CCL Container. “CCL is a very professionally run organization. We’ve worked with the label and printing divisions in the past, but this was the first time I had a chance to work with the Container Division. It has been one of the best supplier experiences I’ve ever had.”

Pfeifer adds, “The folks at CCL were totally dedicated to getting the job done and kept coming up with innovative solutions to some real perplexing problems. Plus we put them on a profoundly challenging time line. They only had four months from our very first meeting to get this product on line.”

Ed Martin, vice president of sales and marketing for the CCL Container Aerosol Division, acknowledges the intensity of the turnaround schedule. “The time frame would have been a challenge for any packaging component manufacturer. Because CCL is continuously working on new packaging options and solutions, we were able to respond quickly to Vincor’s needs with a beverage container that was currently in the developmental stages.”

Martin adds, “Of course, working with Vincor made the process much easier. Because of the time-sensitive nature of their marketing practices, they live on the cutting edge and are used to responding quickly to supplier suggestions and ideas. This represented a great opportunity to support a progressive company like Vincor with a creative container solution, in addition to introducing CCL’s aluminum packaging to a new market.”

The choice of aluminum was the first step in setting Tabu apart from the pack of low-alcohol beverages typically sold in glass or plastic containers. The bottle graphics, which includes lettering that is slightly mysterious set against a somewhat enigmatic symbol, add a compelling hint of the unknown. “The packaging had to be sophisticated but subtle,” explains Pfeifer. “We want consumers to be able to discover Tabu for themselves.” Part of that discovery will include a graphic element that creates a “glow” around the Tabu logo when it is held up to the light.

Vincor International already has several entries in the refreshment beverage market. Because of the product novelty in Canada, the packaging is considered key to a successful introduction. Notes Pfeifer, “This will be the first aluminum bottle used for refreshment beverages in Canada. Everyone who has seen it loves it—distributor orders are coming in based solely on the packaging. They saw the bottle and knew it would be picked up.”

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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