

PRESS RELEASE

EXOTIC CITRUS A TABU SUBJECT FOR CCL CONTAINER

2003 – The exact combination of fruit flavors in Vincor International’s new Tabu Exotic Citrus beverage may be a mystery, but the shelf appeal of its packaging is not—Canadian distributors and consumers love the brushed aluminum, elegant, long-neck bottle created by CCL Container.

Debuting April 2003, Exotic Citrus is the latest entry in the Tabu line of carbonated, low-alcohol, vodka-based beverages. Forbidden Fruit, launched in 2002, was the first refreshment beverage in the Canadian market to be packaged in aluminum bottles; Exotic Citrus is the second. Both coolers are sold in retail liquor outlets throughout Canada.

Both also have familiar yet enigmatic flavors that consumers will enjoy, but not necessarily be able to name—and that’s exactly the way Vincor planned it. “The actual flavors are not identified on the packaging,” said Chris Pfeifer, Vincor’s brand manager, refreshment beverages. “We tried to create an air of mystery that would be consistent with the Tabu name—in the product itself and in the sophisticated yet subtle packaging.”

“The development of the Tabu bottle was a very exciting experience for Vincor and for us,” commented Ed Martin, CCL’s vice president of sales and marketing. “Vincor wanted something cutting edge. They chose aluminum for its myriad design possibilities and high performance. What we came up with was a 59 mm diameter with a long-necked silhouette, unlike anything of its kind in Canada. It really grabbed the attention of the marketplace,” Martin added.

“We wanted Tabu to really stand out on the shelf,” echoed Pfeifer. “One way we achieved that is with size. At half a liter, Tabu is 50% larger than other coolers. The other is with the use of aluminum.” Tabu’s competitors all come in glass or plastic bottles, so aluminum packaging provides immediate visual impact, particularly with the brand’s mystical black medallion logo and graphic treatment.

According to Pfeifer, Vincor also wanted to differentiate the line's two flavors while maintaining the unique Tabu branding; a simple change in container color accomplished that goal. The Forbidden Fruit bottle sports a natural silver aluminum finish while Exotic Citrus is an earthy bronze. Both finishes highlight the container's intriguing brushed-aluminum texture.

In addition to its striking looks, the Tabu aluminum container delivers advanced performance that pleases consumers and fosters brand loyalty. For example, it chills down quickly and stays cooler longer. It's also light, unbreakable and easy to pack in a cooler or picnic basket. In addition, the crown cap and proprietary, food grade internal and external linings ensure product purity.

The combination of superior product, strong branding and distinctive packaging has helped Tabu score a bona fide hit in the Canadian refreshment beverage category. "Exotic Citrus sales are trending above where Forbidden Fruit was at the same time last year," said Pfeifer. "Meanwhile Forbidden Fruit sales have continued to climb throughout this year, so we expect Exotic Citrus to perform similarly."

Also growing is CCL's impact on the beverage container market. "We are extremely pleased with the inroads we are making," commented Martin. "Though it's a relatively new market for us, we've already had several successes, including a 2002 Cannex Gold Award for Snapple's Mystic RE™ energy drink. Tabu is proving to be another triumph."

Ontario-based Vincor International Inc. is North America's fourth largest producer and marketer of wines and related products, with leading brands in all market segments. The company has wineries in Canada, California, Washington State, Western Australia and New Zealand. Premium brands include Inniskillin, Jackson-Triggs, Toasted Head, Hogue, Sumac Ridge and Hawthorne Mountain. Vincor's other refreshment beverage lines include Vex Hard Lemonade, Grower's Hard Cider and Canadian Coolers, a line of wine-based beverages.

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.

For more information on CCL's products and services, please contact:

Ed Martin, Vice President, Sales and Marketing
CCL Container
Tel: (203) 354-4523
Fax: (203) 354-4524
E-mail: emartin@cclcontainer.com

CCL Container U.S. Operations:

One Llodio Drive
Hermitage, PA 16148

For further press information, please contact:

Ed Delia
Delia Associates
Tel: (908) 534-9044
Fax: (908) 534-6856
E-mail: edelia@delianet.com