



the Last Drop

PACKAGING OPPORTUNITIES

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Packaging can be an important, yet difficult decision for beverage-makers. In this month's category focus article about kids drinks, Sarah Theodore, global drinks analyst for Mintel Food & Drink, Chicago, notes that the kids market has been a little bit slow to embrace packaging



innovation, but is starting to pick up steam. However, resealable pouch packages, the benefits of which include on-the-go convenience, have begun to catch on in the category, she says.

In a Euromonitor International video blog, "New Applications for PET Packaging," Regina Maisевичute, packaging research analyst at Chicago-based Euromonitor, mentions that PET packaging performed well globally from 2005 to 2010, which was driven by dairy as well as fruit and vegetable juices. Those categories provided new consumption opportunities as well as showcased lightweight convenience and innovation for PET plastic, she says.

Maisевичute also notes that a large amount of volume of PET is in beverages, particularly soft drinks, she says. But PET is making steps into the alcohol drinks segment with spirits and wine as well as beer, particularly at events where glass is banned, she adds.

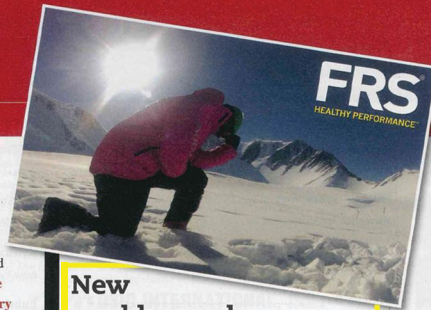
The United States leads PET volume consumption, but the strongest forecast is in India where plastic packaging will be used in urban areas to offer clean, safe drinking water, Maisевичute says.

Another aspect of packaging for beverage-makers to consider is over-packaging. Three-quarters of Americans believe that many consumer products are over-packaged, according to a survey of lifestyle of health and sustainability (LOHAS) consumers conducted by the Natural Marketing Institute (NMI), Harleysville, Pa.

Companies can attract new consumers by using less packaging and "greener" materials, such as renewable and plant-based materials, said Steve French, managing partner of NMI, in a statement.

Happy birthday

Sailor Jerry spiced rum hosted a birthday celebration Jan. 14 to commemorate what would have been the 101st birthday of Norman "Sailor Jerry" Collins, a pioneer in American tattooing and the inspiration behind the rum brand. To mark the occasion, Sailor Jerry offered 101 complimentary tattoos featuring signature Norman Collins designs at The Chicago Tattooing Co. in Chicago.



New world record

Fueled by FRS Healthy Performance, Jordan Romero reached the summit of Vinson Massif in Antarctica on Dec. 24, breaking a world mountain climbing record. Romero and his team were joined on their latest quest by FRS Healthy Protein and Healthy Energy products. **Romero is part of an elite roster of FRS athletes, including NFL Quarterback Tim Tebow, who Romero paid homage to by emulating the quarterback's stance.**

Using the force

In tandem with the 3-D theatrical release of "Star Wars: Episode I The Phantom Menace," PepsiCo brand Brisk Iced Tea is launching limited-edition packaging and advertising spots. **Twenty-four-ounce cans and 1-liter bottles of Brisk Raspberry Iced Tea will feature Darth Maul, a Sith warrior known for wielding a double-ended lightsaber.** The packaging will point consumers to a website where they can download the exclusive mobile game application, Brisksaber. Under-the-cap codes on specially marked packages will allow players to unlock new characters, lightsabers and objects in the game. The brand also launched a 30-second TV spot in which "Briskified" versions of Darth Maul and Yoda duke it out while delivering the brand's messaging.



Employee crafted

Full Sail Brewing launched the first beer in its employee-crafted Brewer's Share series. **Extra Special Barney, developed by Brewing Supervisor Barney Brennan, was released in 22-ounce bottles and on draft last month.** Proceeds benefit Columbia Gorge Arts in Education. Other beers in the 2012 lineup include Phil's Existential Ale, Chris's Summer Delight Berliner Weiss and Big Daddy J's Malt Liquor. Full Sail will release one Brewer's Share beer at a time, each supporting a local charity or organization.



Pints for prostates program

Brown's Brewing Co. hosted "The Festival of Manliness," to help fight prostate cancer. A portion of the proceeds from the event went to the "Pints for Prostates" charity, an organization that encourages men to get screened regularly for prostate cancer. The Festival of Manliness featured a wild game and beer dinner and hand-rolled cigars while the NFC Championship played on a 16-foot by 10-foot TV screen. The event concluded with a raffle drawing of "manly" prizes, such as a membership to Brown's Mug Club, a bottle of single malt scotch, a gas grill and an expenses-paid seven-day trip for two to three breweries in Belgium.