



Press Release



For Immediate Release
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Verallia, Old Orchard Brands Partner To Create Award Winning AmeriStar Package For Juice Beverage

Institute of Packaging Professionals Announced Winners for the Most Prestigious Packaging Awards Competition in North America

MUNCIE, Ind. – Verallia North America, a leading producer of glass containers in the United States, partnered with Old Orchard Brands, a leading producer of frozen and shelf stable juices, to develop a 2011 AmeriStar Award winning glass container for the company's launch of Very Cherre, a line of super premium single-serve tart cherry juices. Every year, the Institute of Packaging Professionals (IoPP) hosts the AmeriStar Package Awards competition where packages are submitted for consideration in 17 categories. This year, Old Orchard Brands' Very Cherre glass container was a winner in the beverage category.

IoPP judges packaging nominations by reviewing packaging innovation, sustainability, protection, economics, performance and marketing of the packaging. In collaboration with Verallia to develop a proprietary glass package unique to the beverage industry, Old Orchard Brands was able to reach technical advances with a [round shaped glass bottle](#) that included a "bump grip" and thumb rest making the newly introduced Very Cherre juice jump off the shelf. The short-round glass bottles is a new design in the juice marketplace and visually connotes Very Cherre's premium positioning.

"Verallia strives to work with leading companies like Old Orchard Brands to develop the most innovative and sustainable packaging that best represents the brand in the marketplace," said Jarrell Reeves, Vice President, Sales, Food, Beverage and Spirits. "We worked with Old Orchard Brands to design a unique spherical shaped glass bottle that was new to the marketplace helping the product stand out from other brands on the store shelf. We are thrilled this package was honored with such a prestigious award in the packaging industry."

Very Cherre juices are made from the finest tart cherry juice and have an ORAC value greater than both pomegranate and concord grape juice. Very Cherre juices are all-natural, preservative-free, and contain no added sugar. The juices are crafted in small batches and use a proprietary glass bottle from Verallia to ensure freshness, and help retain the product's natural benefits.

"We have developed a premium juice product that is natural and fresh," said Kevin Miller, Vice President of Marketing for Old Orchard Brands. "It was critical to select a package that not only helped us to market

this premium beverage, but that preserved the taste and nutritional value of the juice for customers to enjoy. We believe the design we developed with Verallia, accomplishes all of those needs beautifully.”

By using a glass bottle, Very Cherre is preserved in a non-porous and impermeable container, extending the shelf life of the product to approximately 18 months. The transparent glass container allows the product to take center stage on the shelf with its rich, bold red color palate allowing the juice to sell itself. Not to mention, the design is ergonomic and fits comfortably in consumers hands.

“The package has been widely accepted by customers nationwide and recognized with several industry and consumer awards,” said Miller.

Not just accepted by consumers, the glass containers also help protect consumers. Glass is chemically inert, meaning it needs no protective coating and it does not leach harmful chemicals into the product. In fact, glass containers are rated GRAS, or Generally Regarded as Safe by the FDA – the only food and beverage packaging material to hold this rating.

In 2010, Very Cherre glass packaging was the winner in the Glass Packaging Institute’s Non-Alcoholic Beverage Category, was featured in the March 2010 issue of O, The Oprah Magazine and was included in the American Music Awards celebrity gift bag.

Winners of the 2011 AmeriStar Award will be honored at the AmeriStar and IoPP Honors & Awards Dinner on May 10, 2011 at the Hyatt Regency O’Hare in Rosemont, IL. For more information go to www.iopp.org.

About Verallia North America

Verallia North America, one of the leading glass container manufacturers in the United States, designs, develops and produces glass bottles and jars for the wine, beer, beverage, spirits and food container markets. Verallia North America operates 13 plants and a state-of-the-art distribution center. For more information: www.sgcontainers.com

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