

# Glass Packaging Institute (GPI) Industry Update

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GPI Workforce Consultant



Central States Protective League Meeting  
Clarksville, IN  
April 18-19, 2024

# Association Activity in Support of Glass

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## TTB – Size Request and Rulemaking Update

As part of a broader rulemaking, in July 2022 GPI submitted comments to the U.S. TTB (federal regulatory agency for the alcohol industry, housed under the Treasury Dept.), asking for specific size approvals for glass containers in the spirits and wine categories

- The rulemaking was in response to the Biden Administration’s Executive Order to increase competition
- **One of GPI’s size requests (12 ounce/355ml for spirits)** has long been approved for metal containers, based on an older statute referencing closures and container shape
- GPI anticipates a decision soon, and has met with Congressional and Agency staff in support of an expedited determination for mixed-spirits permissibility in a 12-ounce glass bottles (10-ounce glass bottle size already permitted)

# Current Marketplace Examples for 355ml Mixed Spirits



Spirits in 10-ounce glass bottles "ok"



More popular 355ml (12-ounce) size currently approved ONLY for metal cans



**355ml/12 oz. spirits size approval for glass would open up additional customer markets**

# New Jersey – Minimum Recycled Content (RC) Law Update

GPI continues its work with glass customers (brands), recycling and waste hauling industry reps, and the New Jersey state legislature over the past two years to amend a forthcoming law that requires most beverages sold in glass in the state to have a certified 35% recycled glass content

The NJ Sen. E&E Chair Smith (original bill author) remains willing to consider a legislative fix – **GPI and in-state counsel are pressing for legislative to change the provision from “sold” to “made” in-state**

**GPI has confirmed support** from key waste and recycling industry stakeholders for targeted recycled glass changes to the law,

GPI continues discussions with NJ DEP staff as well to ensure they are aware of changes being sought – full memo to DEP explaining different scenarios

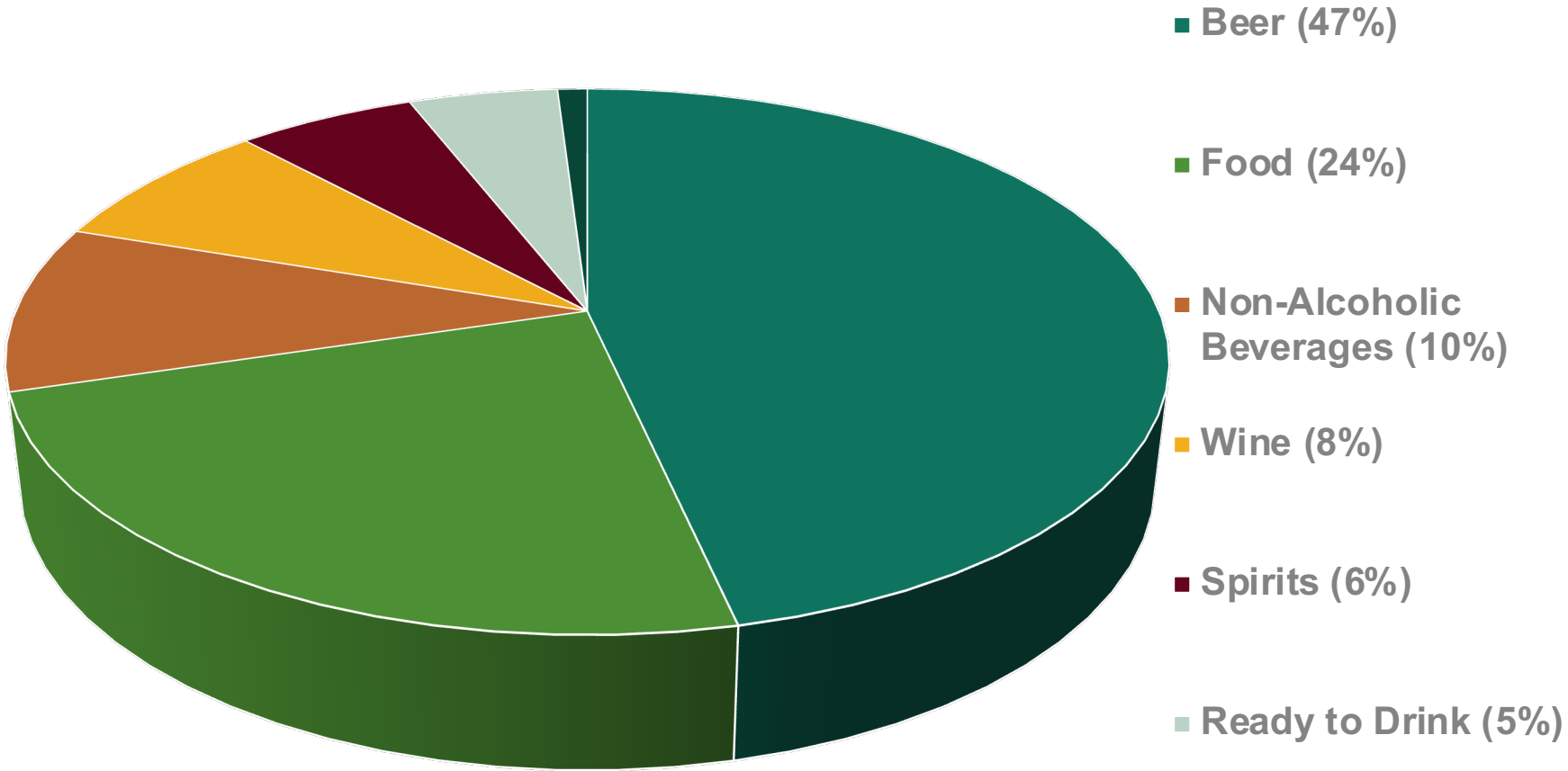
# Statistical Update

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# End Market Share of U.S. Glass Container Shipments by Category (Through February 2024)



Source: Glass Packaging Institute, Precision Consulting

Cosmetics/Pharma/Toiletries (<1%)

# 2023 – Domestic Glass Container - Year End Shipment Overview

## ***Shipments by Category***

- **Food** - Down 10.3% (6,850 vs. 7,640), *YTD Down 9.4% (29,583 vs. 32,683)*
- **Non-Alcoholic Beverages** – Down 14.4% (2,951 vs. 3,448), *YTD Down 7.7% (12,863 vs. 13,950)*
- **Beer** – Down 13.7% (13,427 vs. 15,571), *YTD Down 10.8% (58,840 vs. 65,987)*
- **Spirits** – Down 13.5% (1,871 vs. 2,165), *YTD Down 10.2% (8,157 vs. 9,090)*
- **Ready to Drink (RTD) Alcoholic Beverages** – Down 8.2% (1,080 vs. 1,177), *YTD Down 3.2% (6,019 vs. 6,219)*
- **Wine** – Down 15.8% (2,489 vs. 2,959), *YTD Down 13.6% (11,747 vs. 13,610)*

Improving shipment margins through the end of February for most categories



# Imported Beer Report – Through February 2024

<u>Package Type</u>	<u>02/2023</u>	<u>02/2024</u>	<u>% Change</u>	<u>2023 YTD</u>	<u>2024 YTD</u>	<u>% Change</u>
Total Bottles	54,953,002	58,189,514	5.89 %	108,718,324	115,715,665	6.44 %
Total Cans	32,423,586	37,399,698	15.35 %	60,327,887	74,431,428	23.38 %
Total Draft	4,898,036	4,999,123	2.06 %	10,871,053	10,209,912	(6.08)%

- GPI also follows the data for imported beer, in glass - which remains the largest imported packaging format
- Data is provided in volume (gallons) format, broken down by package type
- **Mexico, the Netherlands and Ireland** are the top three beer import countries by volume, with Mexican beer accounting for 468 of the 590 million gallons imported to date
- Glass beer bottles imports continue to increase through February, led by imports from Ireland and Mexico

Sourced from the U.S. Commerce Department, compiled monthly by the Beer Institute

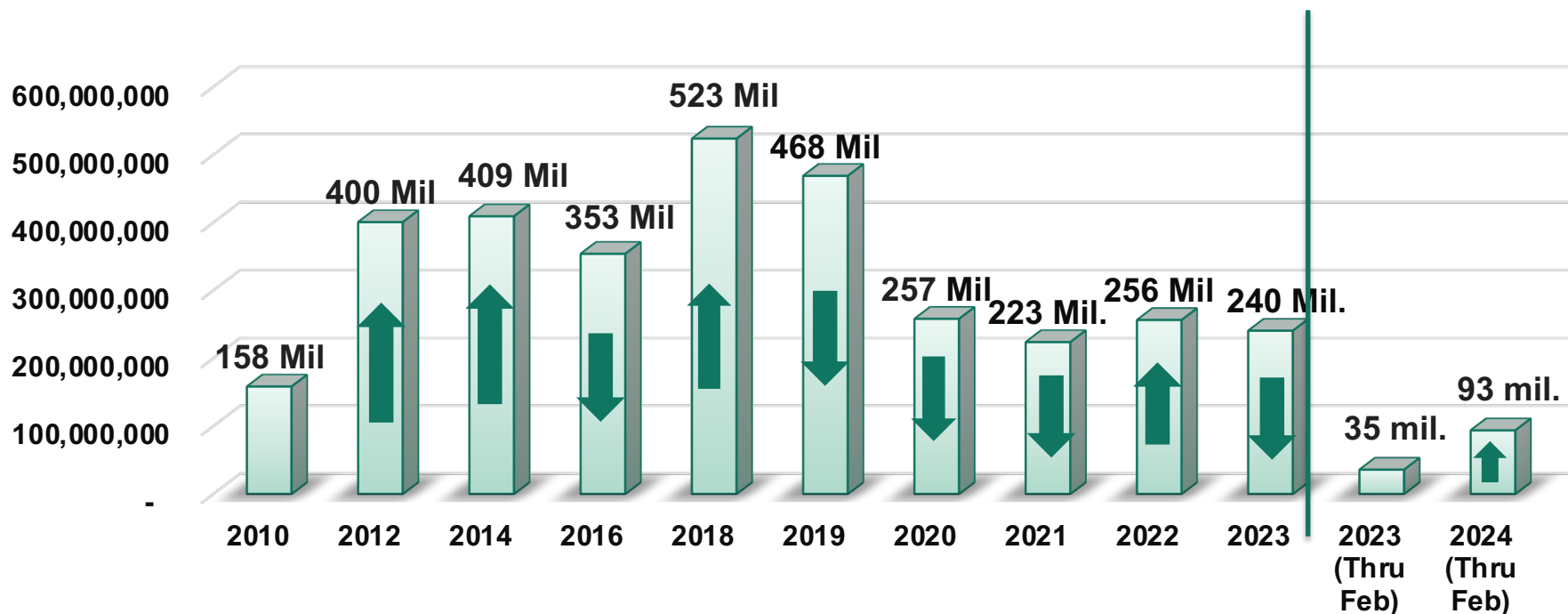
# Glass Imports from All Countries

Imports For Consumption   Jan 2016 - February 2024 HTS - 7010.9050												
Country	Quantity - Gross (multiply each by 144 to find the number of containers)	2016	2017	2018	2019	2020	2021	2022	2023	2023 (Thru February)	2024 (Thru February)	

- YTD, (through February 2024), imports of glass bottles and jars (empty, unfilled) into the US from all countries are up 6.8%
- This represents an additional 68 million glass containers
- On a volume basis, the largest country of import is China, followed by Mexico
- Chinese imports were the largest volume gainer by country – up an additional 97 million containers, versus Jan.-Feb. 2023
- Mexico imports in the same timeframe were down 73 million bottles and jars

# Chinese Glass Wine/Spirits Sized Bottle (750ml size)

Imports Empty, unfilled containers, listed in millions



**Early 2024 increase in 750ml import increase of 60 percent follows later months increase in 2023**

Source: U.S. International Trade Commission, HTS 7010.90.5019

# Additional Focus Areas

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# EPR FOR PPP PLANNING & IMPLEMENTATION TIMELINE



2022	2023	2024	2025	2026	2027
<b>CO</b>	<b>JUNE 1</b> PRO Forms	<b>APRIL 1</b> Needs Assessment Finalized (3 scenarios)	<b>FEBRUARY 1</b> Submit Program Plan	Plan Implementation	
<b>CA</b>	<b>NOVEMBER/DECEMBER</b> Informal rulemaking begins	<b>JANUARY 1</b> PRO forms/submits application to CalRecycle	<b>JANUARY 1</b> CalRecycle finalizes rules and regs		<b>JANUARY 1</b> PRO plan in effect before this date
<b>IL*</b>		<b>JANUARY</b> Appoint advisory council; <b>JULY</b> Select Needs Assessment Consultant	<b>DECEMBER</b> Draft Needs Assessment Submitted to Advisory Council;	<b>MAY</b> Agency Finalizes Needs Assessment <b>DECEMBER</b> Report submitted to governor and legislature	
<b>OR</b>	Rules to Environmental Quality Commission for consideration/ adoption	<b>MARCH 1</b> PRO Produce Plan	<b>JULY 1</b> Approved Plan to be Implemented		
<b>ME</b>	<b>DECEMBER</b> Informal rulemaking begins Formal rulemaking begins	Adoption of routine/technical rules provisional adoption of major substantive rules	Adoption of major substantive Rules	Issue RFP for SO	
<b>MD*</b>		<b>JULY</b> Needs assessment completed	<b>DECEMBER</b> Advisory Council submits EPR Plan recommendations		

\*MD and IL laws only require EPR for PPP needs assessments.

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GPI and member companies continue to engage regulators and other stakeholders on extended producer responsibility (EPR) requirements for CA, CO, IL, MD, ME and OR

EPR programs require brand packaging in glass, and other packaging formats to pay for the bulk of in-state recycling programs

GPI seeks to make sure glass is not competitively disadvantaged with respect to cans, plastic or aseptic packaging, as fees and other requirements are established for brands

# Three USW Workforce-Supported Glass Companies Secure Dept. of Energy Grant Funding Opportunities

Projects chosen were part of the Industrial Demonstrations Program from the US Department of Energy, funded by the Infrastructure Act

The selected glass projects are:

**Gallo Glass:** Hybrid Electric Glass Furnace Project (Modesto, CA) - up to \$75 million in federal cost share to install a demonstration hybrid electric furnace to reduce natural gas use by 70% and increase recycled content by 30% in its glass bottle production process

**O-I Glass:** Glass Furnace Decarbonization Technology (Zanesville, OH; Toano, VA; Tracy, CA) - up to \$125 million in federal cost share to rebuild four furnaces to reduce scope one carbon dioxide emissions by an average of 40% across three facilities

**Libbey Glass:** Flexible Fuel Electric Hybrid Glass Furnace Demonstration (Toledo, OH) - up to \$45.1 million in federal cost share to replace four regenerative furnaces with two larger hybrid electric furnaces to reduce an estimated 60% of carbon dioxide emissions

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## O-I Glass – *Bowling Green, KY Plant*

The announced plant will serve a range of consumer beverages, mainly the premium spirits category

It will be the first purpose-built facility to be equipped with O-I's glass melting technology, known as Modular Advanced Glass Manufacturing Asset (MAGMA)

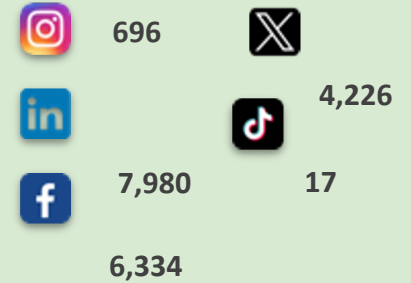
The facility will feature three manufacturing lines, of which the first is expected to begin production in mid-2024 - more manufacturing lines will be added in a phased manner

The production facility will follow sustainable glass manufacturing practices to reduce the environmental footprint. It will be powered by renewable electricity and gas-oxy fuel



# Social Media Highlights

GPI on Social | @chooseglass



**Campaigns the social media team has been working on:**

*Look For the Puntmark!*

*10 Bottle Bill States*

*Women Owned Features throughout March (International Women's Month)*

**LOOK FOR THE PUNTMARK!**  
Have you ever wondered what the markings on the bottom of glass packaging are?  
**They're called puntmarks!**  
Here's how to find puntmarks >>>>

**VERMONT BOTTLE BILL FACTS**

**IOWA BOTTLE BILL FACTS**

RETURN RATE	<b>72%</b>	
DEPOSIT VALUE	<b>5¢</b> LIQUOR <b>10¢</b> ALL OTHERS	
WHAT'S INCLUDED?	BEER & MALT BEVERAGES, SODA, SPARKLING WATER, WINE COOLERS, LIQUOR	
% OF BEVERAGE CONTAINERS SOLD ELIGIBLE FOR DEPOSIT REFUND	<b>46%</b>	
POPULATION WITH CURBSIDE ACCESS	<b>76%</b>	

Ever wonder what the markings on the bottom of glass bottles are?

**Choose Glass**  
Meet the women in glass manufacturing on this first day of Women's History Month!  
#glassmanufacturing #womeninSTEM #chooseglass #womenshistorymonth #womeninmanufacturing

**WOMEN'S HISTORY MONTH**

**KAYLA BROOKS**  
Women in glass manufacturing

**AMBERIA CACORIN**  
Women in glass manufacturing

**ANA ESPINOVA**  
Women in glass manufacturing

**WOMEN OWNED BREWERIES**



# Ad Campaigns

## 2024 Unified Wine Metrics

TARGETED ADS: JANUARY 23 - 31, 2024



### IMPRESSIONS

~207,000

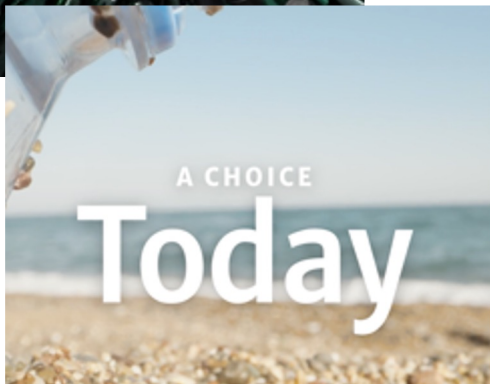
Impressions

### LINKS CLICKS & CTR

167 clicks at 8% CTR

### PAGE ENGAGEMENT

Over 10,000



## UPCOMING

TARGETED ADS: END OF APRIL  
during Craft Brewers Conference (CBC)



initely recyclable, it helps  
nfusion. Spirit-based RTD's  
n 12 oz. glass bottles.

Glass is the only material with  
a circular economy within the  
state of Colorado.

Colorado Department of Public Health & Environment, Colorado's Health Assessment

# Promoting Glass

## 2024 EcoFocus Survey

A new EcoFocus questionnaire is being fine tuned, with field work scheduled to begin in late April/early May.

## 2025 Clear Choice Awards



Available on GPI's website – “Register” button leads to form, with updates to the questionnaire coming soon,



### NEW QUESTIONS

Q1Env. Below is a list of areas that might or might not be a concern for you personally. Using the scale below, please indicate how concerned, if at all, you are about each area.

5	Extremely Concerned	
4	Very Concerned	
3	Somewhat Concerned	
2	Not Very Concerned	
1	Not At All Concerned	

[GRID, randomize - show all at once]

5	Microplastics	
8	Plastic bottle debris in oceans and waterways	
10	Chemicals leaching from plastic and plastic lined packaging into food and beverages	GPI Marketing

Products introduced and available in the North American marketplace between 2023 and 2024 in one of eight categories:

- Beer, Cider & Malt Based Beverages
- Ready To Drink (Spirits-Based RTD) - *new!*
- Food
- Wine
- Non-Alcoholic Beverages
- Cosmetics, Fragrances & Pharmaceutical
- \*Sustainability & Innovation
- \*\*Global Member Container

# New GPI Website



[Home](#) > [glass workforce](#)

## Glass Workforce

### Workforce Protective Leagues

The craft of glass making has been a part of America's manufacturing heritage since Colonial Jamestown was established in 1608. Today, more than 15,000 skilled workers are employed by glass container manufacturing companies across 41 plants in 20 states.

The Glass Packaging Institute values the contribution of this workforce and what it means to local, state, and national economies. Their ideas, energy, and com

Designed to be  
more functional and  
informative for  
visitors



# Woodford Reserve – Limited Edition Whiskey



Woodford Reserve has commemorated the 150th Kentucky Derby with a rare decanter and the "rarest whiskey" in the brand's 27-year history. *Courtesy Of Woodford Reserve*



In honor of the 150th Kentucky Derby, Woodford Reserve has announced limited-release bottles of the "rarest whiskey" in the brand's history  
150 bottles will be made available for purchase

Questions?

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Thank You



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