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# Beverage INDUSTRY

Covering production, marketing, technology & distribution

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# Best Packages of 2006

The saying goes, “don’t judge a book by its cover,” but can you judge a beverage by its package? Well, *Beverage Industry* did and here we feature the designs we selected as the Best Packages of 2006. Taking into account the packages’ innovation in design, differentiation in their category and marketing plans, these packages led the pack this year. The packages include glass, aluminum and PET. They also range from established brands with new marketing positions to new brands stamping out their own unique footprint.

## Keeping it ‘cool’

It’s only appropriate that a brand that invites consumers to “Taste the Cold” would be a front-runner in keeping its packaging cold. Following the precedent set by its plastic cooler box last year, Coors Light this year unveiled the new Cold Wrap Bottle and Frost Brewed Liner cans.

The Golden-Colo.-based company introduced the Cold Wrap Bottle, which is a 360-degree label from Boulder, Colo.-based Outlast Technologies to keep beer colder longer. Using the same high-tech insu-



lator developed for space travel, Outlast Thermocules, reflects heat from the hand. Cold Wrap technology will be exclusive to Coors Light for one year.

Not to leave out its cans, Coors and Outlast Technologies developed Frost Brewed Liners. To make the advancement stand out,

cans with the high-tech liners featured blue pull tabs and rims. The specially insulated cans, which are meant to protect the “Rocky Mountain taste” of the beer, hit shelves in May.

## A brand grows up

Another established brand, Miller Genuine Draft, was repositioned and repackaged this year.

Milwaukee, Wis.-based Miller Brewing company re-established the brand as “Beer, Grown Up.” The sleek, clear-labeled bottles fit in with the clever marketing campaign in which mature beer drinkers were shown giving up

their beer helmets and other “toys.” Miller worked with longtime partner Multi-Color Corp., Cincinnati, on the label makeover. To emphasize the golden color

of the beer, a clear plastic label and more gold coloring were added to the label. The back label also was overhauled to include the required copy needed on the product.

The cans also were redesigned with the golden influence remaining on Miller Genuine Draft cans while the Light version picked up

its bottle’s silver accents and went for an overall silver can. Like its counterparts, the Miller Genuine Draft Light can prominently features the signature of Frederick Miller, founder of the brewery.



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