

Having trouble reading this newsletter? [Click here](#) to see it in your browser.

You are receiving this newsletter because you signed up from our web site. [Click here](#) to unsubscribe.

# NEWSLETTER



## In this Issue

- ▶ [Our Feature Success Story: The Boston Beer Company](#)
- ▶ [Summer Pack Formats Are Here!](#)
- ▶ [Canadian Beer Awards 2017](#)

## In Other News

### Craft Beer News

"Craft beer to be sold at Calgary Stampede in 2017, after years of pressure." To see the full article click [here](#).

### New 'Healthy' Snack Launches Dominate Food Industry

"The trend for on-the-go eating continues, and consumers are looking for portion control and bite-size convenience." To see the full article click [here](#).

### Craft Beer News

"BC Craft Breweries Say Cheers to #Canada150 with Limited Release Brews" To see the full article click [here](#).

### Dell Adds Ocean Plastics to its Packaging

"Dell plans to keep 16,000 pounds of plastic out of the oceans by developing the first commercial-scale global ocean plastics supply chain for its laptop

## Our Feature Success Story: The Boston Beer Company

### About **Boston Beer**

Today, at Boston Beer, they brew more than 60 styles of Samuel Adams beer. Boston relentlessly pursues the development of new styles and the perfection of classic beers by searching the world for the finest ingredients. They



remain focused on brewing quality beer and challenging drinkers' perceptions of what beer can be through the use of innovative ingredients and brewing techniques. Boston Beer is committed to elevating the image of American craft beer and are one of the world's most award-winning breweries at international beer competitions. Although Samuel Adams beer is one of America's largest-selling craft beer, it accounts for only about one percent of the U.S. beer market.

The Boston Beer Company will continue its independently-minded quest to brew great beer and to advocate for the growth of craft beer across America. In addition to Samuel Adams beers and the other craft beers brewed by [A&S Brewing](#), their craft beer incubator, their family of brands include [Twisted Tea](#) and [Angry Orchard hard cider](#).

### Working with Duty-Paid Imported Beer

Although [The Boston Beer Company](#) is based in the United States we have been able to provide co-packing services for their duty-paid imported beer in Alberta. Even from the first project run, everything happened seamlessly and we were able to deliver exactly the services they required for the Western Canadian marketplace! Working with duty-paid imported beer is just another one of the many ways Bullseye Packaging is striving to provide excellent service for our clients!

### What Boston Beer has to say about partnering with **Bullseye Packaging!**

"Bullseye Packaging continues to do excellent work from their team in Alberta—all of our project runs have gone extremely well! What they promised was fully delivered, and as a supplier, there's nothing more we can ask from our vendors! We appreciate everything Bullseye Packaging has done for us in their Alberta location!"

*Fred Mendes*

*Director, International Sales*

*The Boston Beer Company*

**To see more on how [Bullseye Packaging Services](#) provides services for [The Boston Beer Company's](#) duty-paid imported beer see our [webpage!](#)**

packaging." To see the full article click [here](#).

[Forward to a friend](#)



**Pass it on**

Know anyone who might be interested in our newsletter? [Click here](#) to forward this email to up to 5 friends at once.

## Summer Pack Formats Are Here!

Summer is here and so are summer pack formats! We have had the privilege to work with [Boston Beer](#) and many other companies on their packaging formats for this summer season.



With summer here, the demand for these packaging formats is high and it can be a struggle to keep up with demand by producing them in-house. When this happens, it is the perfect time to consider a co-packer to help temporarily alleviate production stresses on you company or make the move to have a permanent partner to help with all of your co-packing needs. At [Bullseye Packaging Services](#), we pride ourselves in providing remarkable quality, services, and prices all while maintaining an excellent timeframe in order for you to meet your deadlines. With this in mind, we are confident that we will be a good fit for you and your company! If you're looking to get a free quote for your current or future projects, feel free to [contact us](#)!

## Canadian Beer Awards 2017

Congratulations to all the breweries who won and participated in the Canadian Beer Awards and Conference! "Brewery of the year" was won by Mt. Begbie Brewing Company and the "Beer of the year" was Indie Ale House by Spadina Monkey.

Receiving any award from the Canadian Beer Awards is a great achievement and all the winners should be extremely proud of their accomplishments! Here at Bullseye Packaging, we are excited to continue to grow with the craft beer industry and are excited to give congratulations to all the breweries that continue to pursue excellence in their brewery and their brews!



To see the full list of winners and all of the categories click [here](#)!

**Bullseye Packaging**

*Stephen Peters - General Manager*

**BC Production**

#519 - 6388 Unsworth Road  
Chilliwack, BC V2R 5M3  
Phone: 604-858-5533  
Fax: 604-858-5355

**Alberta Production**

5402 - 44th Street S.E.  
Calgary, AB T2C 4M8  
Phone: 403-271-2694

This email was sent to [email address suppressed]  
[Click here](#) to *instantly* unsubscribe.

© Bullseye Packaging. All Rights Reserved

E-mail: [speters@bullseyepackaging.ca](mailto:speters@bullseyepackaging.ca)

powered by [NEDmail](#)