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# NEWSLETTER



## Pabst Blue Ribbon Seeks Buzz With Hard Coffee

Americans are buying less beer from the country's largest breweries, and that has companies looking for new ways to attract customers. You can see evidence in the beer aisle, where products like spiked seltzers and hemp-infused ales are aimed at the next generation of drinkers.

Now, 175-year-old Pabst Blue Ribbon is trying hard coffee.

*'At Jerzee's Sports Bar & Pizzeria in Glenside, Penn., a case of PBR's hard coffee arrived and a week later, only four cans were left. "It kind of tastes like Starbucks' Frappuccino, honestly, that's what it reminds me of," said patron Kris Beattie.*

*There is no beer taste. That's because Pabst says its hard coffee is made with "malt beverage," which is related to beer. The company uses malted barley that's fermented. The malt flavor and color is removed, leaving a neutral alcohol that Pabst combines with coffee, sugar, milk and vanilla to make hard coffee.*

*Smaller breweries have experimented with coffee for a while now, says Nicole Schmid, who orders craft beers for Jerzee's. She points out a beer called Java Head Stout from Tröegs Independent Brewing, which says on the label that it's "brewed with coffee beans." And for nearly five years, 8th Wonder Brewery in Houston has sold what its website describes as "Porter infused with cold brew coffee and milk sugar."*

*For now, the hard coffee is being test marketed in five states: Pennsylvania, New Jersey, Maine, Georgia and Florida. The company says sales are strong, but it hasn't yet announced plans yet to expand nationwide. -NPR*

Diversifying and refining core flavours is a tactic used by many companies to maximize consumer interest. As we expand on in the following articles, some companies will change their packaging or collaborate with others to create something fresh. Pabst Blue Ribbon has taken the third option and have created a completely fresh take on their already known quantity. While it wasn't that long ago that cold brew coffees started being sold in stores, one could have only assumed that it would be a matter of time before that was incorporated into the always growing beer industry. Bullseye Packaging has done plenty of work for Pabst Blue Ribbon in the past and currently we enjoy working on their 48 can pack. While this is a very niche product, we look forward to the day that sales expand to the west coast and we can support this product line the same as the others. We love sharing our clients successes, you can read about some of our top clients [here on our success stories page!](#)



## House Wine & Cheez-It box

Some say there is no better pairing than wine and cheese— until now. Cheez-It and House Wine are collaborating to create the ultimate summer duo: House Wine & Cheez-It.

*'The limited-edition product is one-part delicious box of Original Cheez-It, one-part Original Red Blend box of House Wine offered in a convenient package. The innovative pairing highlights the cheesy, crunchy satisfaction packed into every Cheez-It cracker and couples it with the red currant aromas and juicy red fruit delivered in House Wine's Original Red Blend. A House Wine & Cheez-It box is the perfect pairing to all your summer activities from music festivals to beach parties to picnics and family barbecues.*

"We are thrilled to partner with House Wine to combine their expertise and America's favorite 100% real cheese snack into one portable box," said Jeff Delonis, senior marketing director for Kellogg's U.S. Snacks division. "Many of our fans were already exploring pairing different wines with Cheez-It. Just like wine and cheese, you can pair the real cheese inside each Cheez-It flavor with the perfect wine complement and find a pair to enjoy all summer long."

Summer is full of moments to grab a glass of wine and your favorite cheesy snack. Beginning July 25, you can purchase a limited-edition House Wine & Cheez-It box at [OriginalHouseWine.com](http://OriginalHouseWine.com) for \$25, while supplies last. If you miss the chance to purchase a box, you can still enjoy mixing and matching Cheez-It and House Wine pairings on your own all summer long. [-SF&WB](#)



With the rise of canned wine it appears that some wine entrepreneurs have gone down a very different route deciding instead to hit the 'wine and cheese' market in a modern way. While they have received mixed reviews one thing is for sure, it sells. The millennial consumer base is more focused on convenience than any other consumer demographic to recorded date. Top companies are seeing the trend and adapting quickly to meet the demand!

In some instances you don't need to change your products but merely the perception of what your product means to the day-to-day consumer. One of the quickest ways to do so is through packaging. By taking an assortment of popular products and combining them together you are creating a one stop shop for consumers. Bullseye Packaging takes the stress out of the packaging of your product by providing reliable co-packing services for you ensuring that your product is treated at the highest of standards. Have questions? We have answers! You can visit the [contact page of our website or email us directly](#) for any packing questions or needs!

## Knob Creek Aims to Stand Out on the Shelves with Wooden Packaging

**Supremia International**, a leading premiums and promotional packaging specialist, has partnered with **Beam Suntory**, a global leader in premium spirits, to create an old-fashioned cocktail kit carrying case for **Knob Creek** whiskey. The eye-catching pack incorporates logistically challenging elements to help the brand stand out on crowded spirits shelves.

*'The concept for the promotional package is decidedly throwback: woodgrain features pay homage to the white oak barrels in which the whiskey is aged and, in addition to the liquor bottle, the case also includes an old-fashioned cocktail kit consisting of a muddler, bitters, and sugar cubes.'*

*Among the challenges faced was fitting the packaging platform to the desired design features. Knob Creek wanted the package insert – which held all of the package's contents in place, including the bottle – to have a slatted dark woodgrain effect to attractively contrast with the light woodgrain pattern on the trim and handle. While this is relatively easy to achieve by printing on paper, a stronger substrate was required to keep the case's contents adequately secure. To overcome this obstacle, Supremia worked with thermoforming specialist CMI Plastics to develop a customized, wood-textured thermoform capable of holding all components safely. To ensure the most authentic appearance possible, prototypes were drawn over actual slats of wood, which were hand carved accentuate the grain. This hands-on approach added to the effect once the packaging piece was thermoformed over it.*

*The result was a carrying case pack so compelling that it won an award at the most recent Thermoforming Conference. The process showcased the ingenuity and trial-and-error process Supremia is willing to undertake to ensure a best-possible finished product.'* [-Canadian Packaging](#)

Knob Creek has done an excellent job in marketing & packaging their product! So well in fact that they won an award for it. By incorporating wood into their packaging they gave their product a permanent feeling that



many whiskey drinkers are looking for. Packaging does not only need to be the container that your product sits in, it can be an integral part of your product. Bullseye Packaging has a large variety of packaging abilities that we are more than happy to put to the test. Be it bundle wrapping, carton filling, display pallets, or simply the adding of a promotional item we are ready to be your co-packer and fill those needs. Don't wait, [contact us today and get your project quoted!](#)

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