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# NEWSLETTER



## Oldest Brewery Unearthed!

A high-production brewery believed to be more than 5,000 years old has been uncovered by a team of archaeologists at a funerary site in southern Egypt, the tourism ministry said on Saturday February 13th.

The brewery likely dates back to the era of King Narmer, quoting the secretary general of Egypt's Supreme Council of Antiquities, Mostafa Waziry, as saying, it believed the find to "be the oldest high-production brewery in the world".

The brewery consisted of eight large areas which were used as "units for beer production". Each sector contained about 40 earthenware pots arranged in two rows.

We like to think that each area was a different brew, making the whole site a sort of variety pack. If they could do it then, we can certainly do it now. Ask us how we can help with your variety pack needs [sales@bullseyepackaging.ca](mailto:sales@bullseyepackaging.ca)



## Don't keep up, Stand out!

"One thing we said during the process of creating our ready-to-drink beverages was that we didn't want to put drinks on the market just to keep up with everyone else," Intelligentsia CEO James McLaughlin stated; "we wanted to enter this category with outstanding offerings that showcase Intelligentsia's dedication to quality."

At [Bullseye Packaging](#) we share your dedication to your products quality! Combining your assorted flavors into one convenient Variety Pack, Specialty Pack, or even a Pick & Pack is right up our alley!



## Tanqueray launches 0.0% alcohol version of its iconic gin

More and more people are looking for alcohol free options, whether they got to the end of dry January and just kept going, or perhaps are just trying to make healthier swaps sometimes. Well good news for those people, Tanqueray has just launched a new Tanqueray 0.0%. An alcohol free spirit alternative to its classic and delicious Tanqueray London Dry gin.

Tanqueray 0.0% captures the same distinctive flavour by using the same blend of botanicals used in Tanqueray London Dry gin including: piney juniper, peppery coriander, aromatic angelica and sweet liquorice. Delivering Tanqueray taste but zero alcohol.

Sometimes its good to update the classics without changing a thing. Whether it is a new variety pack or a new display, Bullseye can help your product feel familiar even inside a variety pack.

You can get in touch through our [Contact Page](#) or by emailing our **Customer Care Leader Eira** at [sales@bullseyepackaging.ca](mailto:sales@bullseyepackaging.ca)!

## Putting your product on Display!

"New from [Graphics That Pop](#) are "Lock and Load Display" systems that allow micro market service personnel to turn the display around to easily load products – and lock in place – from the back. The displays are sold individually or with GTP's Deluxe and Value Grid area décors.

The Lock and Load process, in conjunction with GTP's adjustable dividers and locking product pushers, will help operators control the movement of products according their expiration dates, explained GTP's Robert Liva." -[Vending Marketwatch](#)

[Bullseye Packaging](#) has years of experience building & loading displays for your winning products. Making sure that their quality and design needs are met throughout the process. Simply ship your products & your disassembled displays to [one of our locations](#) and we will take it from there!



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