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### In this Issue

- ▶ [Merry Christmas from Bullseye Packaging!](#)

### In Other News

#### Welcome Aboard Central City Brewing!

Our newest client is Central City Brewing and their 6 flavored variety pack in an auto-bottom, glued top, carton. The flavors are Pumpkin Ale, White Ale, Classic Lager, Winter Ale, India Pale, and Pale Ale. This is a brand new pack format, called the WINTER MEDLEY, featuring the holiday season flavor of PUMPKIN ALE. With 6 diverse flavours, there is surely one to appeal to any taste preference this season.

It can be purchased from LDB and independent Liquor Stores throughout BC and will be available only for the Winter Season. We're proud to add Central City to our list of clients and appreciate the opportunity to be some small part of their continued success. Please contact the great folks at Central City personally by visiting their brew pub at 13450 102 Ave in Surrey, or visit their [website](#) for more information on upcoming products and special events.

**Alcohol trends top hottest menu items in 2010**

## Merry Christmas from Bullseye Packaging!

The falling snow is one of my favorite things that nature has to offer. It is also a reminder that Christmas is getting closer and my shopping needs to get finished very soon! As a company, it is a sign that the year is coming to an end and we can take a few days to celebrate our successes, learn from our failures, and brainstorm new ways to impress our current customers, and the customers soon to come. A time to pause, and appreciate all that this amazing year has to offer.



A year ago, we were located in Kelowna, BC and since then have moved all of our production to [Chilliwack, BC](#) - about an hour East of the Vancouver area. Some of our staff moved with us - thank you Dan and Paul! - but for the most part, there are new faces to Bullseye Packaging. The same attention to detail and particular interest in quality exist, but it is happening in a larger, more easily accessed warehouse. We now have more capacity and diversity in capabilities with our [printed shrink formats](#) than any competitor in Western Canada. We have some of the best customers in the world, with staff that is amazing to work with, and expectations that are reasonable and achievable - who could ask for more? There are customers that we are just starting to work with and others that we hope to, but I believe these relationships will develop in good order and at the right time.

I'm excited about this coming year, but for this Newsletter, I want to focus on today, this season, this holiday, and where we are currently. I want you to know that we thank you for your business, for your friendship, and for the opportunity to meet with you in whatever capacity this past year. I'm excited about the crew we have built up and the young leadership that is developing within our midst. With this great team, I believe we can accomplish great things, and I've been proven right these past few months. As an example, I needed to travel for personal reasons to China for 3 weeks. I had e-mail, Skype, and phone access to the plant, but would be physically away for 3 weeks. This was the longest time period of being away from the production and planning that the business had without my physical or emotional presence. Dan Markus, and his two leads Paul Smith and Lance Finlayson, took on the challenge with confidence and a work ethic that rivals anyone I've seen in business today. I returned home with happy clients, happy staff, and excited leaders. What an amazing early Christmas present, and a testament to how Bullseye has developed and grown these past two years. Bullseye Packaging is no longer my baby alone, it is the young child of several people - whether they are clients or staff - we are committed to the success of this business and the success of our clients!

In all, this has been an amazing adventure and has solidified Christmas as my favorite time of year. Few holidays elicit a community-wide response - whether it is more friendly staff at the check-out counter, or

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smiles ready to break out with the slightest provocation. I know there are crazy drivers on the icy roads, and relatively unfriendly people in the malls, but I like to think of these as small inconveniences in a greater picture of a fantastic holiday season. It is a time to remember why we have a holiday at this time of year; it is the greatest Birthday party of all time! A time when we remember a baby that was born 2000 years ago, and a fat man in a red suit that is delivering His presents to this day. It's a great holiday to share with each other so that all the world can experience something special.

**Bullseye Packaging**

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