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# NEWSLETTER



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## In Other News

### Importance of Design for Craft Beer

"Most consumers judge a craft beer by its packaging, Nielsen finds." To see the full article click [here!](#)

### Attracting the Next Generation of Food & Beverage Professionals

"The food processing sector is aiming to shed its "unsexy" image to draw the new wave of workers" To see the full article click [here!](#)

### The Great Canadian Beer Festival

Make sure to get your tickets to 25th Anniversary of The Great Canadian Beer Festival tickets on sale now! To find out more and to get tickets click [here.](#)

### PACK EXPO Las Vegas

"The PACK EXPO brand represents a quality tradeshow experience that focuses on packaging and processing innovation while bringing together a wide range of industries."

## Our Feature Success Story: Craft Beer Importers

### About [Craft Beer Importers](#)

*We Bring Good Beer to Good People*



Authentic and rich, created from only the most superior ingredients and often described as 'pure bliss in a glass', every sip of craft beer displays the artistry and passion of its maker and the innovation and complexity of its production process. A beverage to be savoured, craft beer is treasured by millions of Canadians as something to be admired and revered, with each beer having its own unique interpretation and story of discovery to share.

Established in 2011, Craft Beer Importers Canada Inc. was developed to honour the brewing tradition. Through committed and exceptional representation of the world's best beers, Craft Beer Importers continuously strives to expand its portfolio to bring many more exciting products to provinces all across Canada.

### What Craft Beer Importers has to say about partnering with [Bullseye Packaging!](#)

"We are very pleased to have discovered Bullseye Packaging in 2016 for the assembly of the Costco BeerAdvent® Calendar. Stephen and his crew work with our tight timelines and provide a high level of customer service. Bullseye recently assembled the 2017 Alberta Mixer Pack and were an Alberta Partner on this new initiative. We are looking forward to working with the Bullseye crew on our next project!"

*Janice Vanderwell*

Director of Operations

**To see everything that Bullseye Packaging Services does for Craft Beer Importers see [our webpage!](#)**

## Proudly Canadian!

We are proud to be a Canadian owned business! Since our start in 2007 in Kelowna BC we have set out to achieve excellence and supply remarkable services to all of our clients. Now almost 10 years later after continually achieving outstanding results [Bullseye Packaging](#) has grown to now have two warehouse locations across the western half of this great nation!



As Canada celebrated being 150 this year we want to thank every Canadian and International business that continues to help grow and

[See this video showing everything about the upcoming EXPO](#)

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develop this great nation we call home!

## Product Safety and Recalls

Recalls are every company's nightmare but dealing with contaminations and food & beverage safety is a major part of the business. At Bullseye Packaging we have in depth policies and methods to track all of your product from the time it comes in our warehouse till the finish product is shipped out! We make sure that your product is in safe hands and is always traceable!

We also provide re-packaging services for any recall assistance you may need. Checkout [our website](#) to see our full list of services!

For more information on food and beverage safety check out this [article!](#)

### 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

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

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