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NEWSLETTER



Boston Beer Is Off to a Fast Start in 2019!

Data from market research firm IRI confirms Boston Beer has been quick out of the gate this year, with sales at off-premise stores growing 22.3% during January. That figure looks at sales at locations including grocery stores and mass merchandisers. Notably, Sam Adams variety packs saw sales up more than 12%, and sales of Sam '76 surged almost 78% for the period. By changing their focus from straight beer products and onto the variety pack market their sales have spiked exponentially. Bullseye has happily supported their success by being their go-to co-packer.

The company reported 11% depletions growth in the fourth quarter and attributed that to "increases in our Truly Hard Seltzer, Twisted Tea, and Angry Orchard brands..." Co-Packing their Twisted Tea and Angry Orchard brands has provided a very clear avenue to success for Boston Beer in 2019. To be fair, when we are working with a winning product it is hard to do poorly. At Bullseye Packaging we are always on the lookout for winning brands. If this applies to you do not hesitate to reach out and [contact us](#) today so that we can get to work showcasing your products as they were meant to be!



Beer Cocktail: Amaretto Mango Sour

As we head into warmer weather Old Yale Brewing Co. has graciously shared one of their delicious concoctions with the public on their [website](#). This drink dubbed 'The Amaretto Mango Sour' utilizes the unique mango taste found in their 'Moon Dance Mango Wheat' brew. We have to admit that working on their Craft Camper Pack did pique our interest as to the uses of their wide variety of flavours. *Aside from merely enjoying them in the warm spring weather!* Working with Old Yale has been a perfect symbiotic relationship for both of our companies, but don't take our word for it. You can read about how we work together [here](#) and while you're there check out the rest of our [success stories](#) as well!

(Don't forget to try out this beer cocktail the next time the sun comes out.)

You'll Need:

1oz Amaretto
1oz Lime Juice
5oz Phillips Ginger Ale
5oz. Moon Dance Mango Wheat
Lime

Here's how to craft your Amaretto Mango Sour:

Step 1: Combine 1oz Amaretto, 1oz. Lime Juice and 5oz. Phillips Ginger Ale in your 12 oz Old Yale Brewing glass.

Step 2: Top up the glass with approx. 5oz. Moon Dance Mango Wheat

Step 3: Garnish with a fresh lime twist

Serves 1

Recipe by Joanna, Old Yale Tasting Room Supervisor.

Sleeman is Waterloo Area's Top Employer of 2018!

In Waterloo Ontario there is one company that stood above the rest. Sleeman Breweries is one of Canada's oldest and largest brewers, Sleeman Breweries continues to expand, making major investments and upgrades and adding over 100 full-time positions in Canada in 2018!

Over the years we have proudly supported their West Coast production with our co-packing and variety packing capabilities, which you can learn more about [here](#). On top of merely opening more positions within their company they invest in ongoing employee development with generous tuition subsidies (up to \$4,000 per year) and offers opportunities for the next generation to gain meaningful experience through summer employment and co-op placements. If your employees love working for you and you love working for them you can't fail. Congratulations to Sleeman Breweries on their award, we wish them the best as they progress through 2019!

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