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# NEWSLETTER



## Guelph brewer John Sleeman named to the Order of Canada

Gov. Gen. Julie Payette has named Guelph brewer John Sleeman among the 83 new appointments to the Order of Canada.

The announcement was made last Thursday.

The founder of Sleeman Breweries is being recognized "for establishing one of Canada's most successful breweries, and for his exemplary community involvement." Sleeman launched the brewery in 1988 using family recipes that date back to the mid-1800s.

The company was sold to Japan's Sapporo Breweries in 2006 for \$400 million. Sleeman remained on as CEO until 2010 and is now the company's chairman.

Bullseye Packaging has been working with Sleeman Breweries for many years now making sure that we are supporting them to the best of our abilities. They have been an excellent client and the traditions set by Mr. Sleeman can be seen in their day to day projects. To read about the projects we have assisted Sleeman Breweries in and how they feel about having us as a co-packer you can go read their success story [[Here](#)] on our website!



## Boston Beer Company and Dogfish Head Agree to Merge in \$300 Million Deal

Eight years ago, Dogfish Head and Boston Beer Company teamed up to brew a collaboration beer for the annual SAVOR craft beer and food pairing experience. Recently, the two companies announced the signing of a definitive merger agreement valued at about \$300 million. The deal is expected to close in the second quarter.

The merger brings together the Brewers Association's second-largest craft beer maker, Boston Beer, with the 13th largest craft brewery, Dogfish Head. Both companies will retain their status as BA-defined independent craft breweries.

In a press release, the two companies said the merger would "create a powerful American-owned platform for craft beer and beyond. This combination is the right fit as both Boston Beer and Dogfish Head have a passion for brewing and innovation, we share the same values and we will learn a lot from each other as we continue to invest in the high-end beer category," Koch said, via the press release.

Bullseye Packaging has worked on many of [Boston Beer's projects](#) and we believe that they will continue to put their consumers first in every project they reveal!



## Make way for the minis!

A Global Data report cites that the snack food market is valued at U.S. \$96.6 billion and expected to grow at a CAGR of 6% until 2021. The growing demand for snacks is also having a positive impact on the flexible packaging industry. Bags and sachets are still the most used container type, with a 90% market share. They're cost-effective to manufacture, easy to transport and convenient for the consumer.

Babybel has come out with Babybel Mini Rolls, a new take on an old favorite. The Babybel Mini Rolls offer a spirit of creativity to snacking with a fun and exciting new spiral shape that kids and parents can peel and eat together. Meanwhile Lance has come out with a bite-sized version of its classic sandwich crackers. Lance Minis offer all the same flavors baked into the iconic sandwich crackers, now in two mini variations — Toast Chee Peanut Butter (creamy peanut butter sandwiched between two cheese-flavored crackers) and Whole Wheat Peanut Butter.

Across the snack food industry MANY competitors are turning to "mini" alternatives of their beloved daytime snacks. Additionally there is a continued support for variety packs or "sharing pouches" which means that we will surely see a surge in smaller beverage sizes as well seeing as the two generally go hand-in-hand for consumers. If you are looking to explore variety packing or a co-packing solution for your fall/winter products Bullseye Packaging is always open to client projects new and old! You can reach us [[Here](#)] for your BC or AB needs!



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