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# NEWSLETTER



## SmartSweets to Double Store Count in 2019

*"Low-sugar confectionery startup SmartSweets is primed for solid expansion into mass and grocery this year, a move its founder says should bring Gen Y and Z back to the candy aisle." -[Food Navigator](#)*

From being in 10,000 stores to potentially doubling that by the end of 2019 is astounding! [We worked with SmartSweets](#) very early in their creation on a few of their products. Their goal of creating a mainstream candy company that uses very low amounts of sugar or stevia where possible is a hard task indeed.

SmartSweets are very adamant that they are not an *alternative* and instead they want to be seen as an *additional choice*. With their growth throughout 2019 you need to look at what might be spearheading that.



**Tara Bosch**, founder of SmartSweets, equates their growth entirely to their consumer base along with their ability to listen to said base. Stating that herself and her team know some of their consumers as well as they know their own families. While this is an amazing standard to set internally time will tell if their increased shelf space will still allow them the same mom 'n' pop feel that they have now.

## Truly Hard Seltzer Boosts Boston Beer Company to Double-Digit Growth

*"Hard seltzer continued to drive the lion's share of Boston Beer's growth. Truly Hard Seltzer generated triple-digit volume growth during a quarter in which the company launched Truly Draft, announced a new Watermelon Kiwi flavor, reformulated all Truly flavors, revealed plans to launch Truly Hard Seltzer Lemonade in early 2020, struck a sponsorship deal with the National Hockey League, and released a new Truly television campaign featuring actor Keegan-Michael Key." -[Brewbound](#)*

To accommodate Truly's growth, Boston Beer will add a canning line to its production brewery in Breinigsville, Pennsylvania, and the company has "Significantly

increased our available sleek can capacity at third-party breweries." **Burwick** said. Although the hard seltzer category is growing at a breakneck pace and new entrants emerge almost weekly, Truly has maintained its position as a distant second to Mark Anthony Brands' White Claw. Asked how Truly's position in the category aligns with the investments Boston Beer is making, **Koch** replied that he is confident in Truly's chances for success. To see how we have worked with The Boston Beer Co. over the years you can read our [success story!](#)



## ABA, leading beverage companies announce Every Bottle Back

*"America's leading beverage companies — The Coca-Cola Co., Keurig Dr Pepper and PepsiCo — announced the launch of the Every Bottle Back initiative, an effort to reduce the industry's use of new plastic by making*

*significant investments to improve the collection of the industry's valuable plastic bottles so they can be made into new bottles." -[Bev Industry](#)*

These competitors are coming together to support the circular plastics economy by reinforcing to consumers the value of their 100 percent recyclable plastic bottles and caps and ensuring they don't end up as waste in oceans, rivers or landfills. This program is being executed in conjunction with two of the country's most prominent environmental nonprofits and the leading investment firm focused on the development of the circular economy. The World Wildlife Fund (WWF) will provide strategic scientific advice to help measure the industry's progress in reducing its plastic footprint and The Recycling Partnership and Closed Loop Partners will assist in deploying funds for the initiative.



At Bullseye Packaging we want to put the best foot forward and make sure that we are [supporting our client's](#) needs in every capacity. Be that in forms of sustainable packaging, recycled PETfilm, or putting a focus on recycling what we can from our warehouses.

*"Reaching our goal of No Plastic in Nature by 2030 will only happen if business, governments and the NGO community work together to fix a broken plastic material system," said **Sheila Bonini**, senior vice president of private sector engagement at WWF, in a statement. "ABA is driving this sense of collaboration within the beverage industry to address one critical piece within this system, which is PET recycling in the U.S. Measured by our ReSource: Plastic footprint tracker, the efforts made through Every Bottle Back will be met with data-driven solutions to ensure that real progress is being made. We hope the ambition raised by this initiative will inspire other industries to follow suit within the broader effort to stop plastic waste pollution."*

## Client Showcase: Prost8 Lager

*"1 in 7 men will be diagnosed with Prostate Cancer in their lifetime. The craft brewing community in British Columbia believes it is time to stand up and raise awareness and funds for cutting edge research right here in our backyard. Companies from across the craft brewing industry have teamed up to create a special beer that you will find across stores in BC. We have brewed 100 Hectoliters of this beer in the pursuit of raising \$100,000. 100% of the money raised from the Prost8 Lager will be donated to the Vancouver Prostate Centre!" -[Prost8 Lager](#)*

As Evan Doan of the Craft Collective began creating the Prost8 Lager they had a strong focus on making this a fun and approachable way of spreading awareness and raising funds towards research and treatment of those suffering from prostate cancer.



As they prepared to release this new lager Bullseye Packaging made the finishing touches on the product before it was sent off to its final destination in time for the beginning of Prostate Cancer Awareness Month (September).

For **Evan Doan**, as well as everyone else involved, it was never about making a profit. It was always about creating new ideas and experiences in a way that will, in the long run, actually save many men's lives. Prostate cancer affects nearly 80% of all men before they reach the age of 80. Those involved in supporting and creating the Prost8 Lager saw this issue and decided to band together and make a change. Bullseye Packaging has been so honoured to have been able to be apart of something that is so much bigger than just beer. Bullseye Packaging has always had a strong focus on providing quality services for their clients with consistency so that their clients can do the work they need to do and make the change they want to see come to life.

So as the Prost8 Lager waits for its impassioned customers to take it home in support of this greater cause, Bullseye Packaging proudly support the project through our packaging.

*Written by Faith Peters*

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