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# NEWSLETTER



## Molson Coors Success Story!

### *The Opportunity*

*Our brewing mastery comes from our commitment to the craft. Many of our brewers have backgrounds in engineering, biology, or chemistry. Our brewer training passes trade secrets down through the generations. And, a small-scale trial brewery operated by Molson in Toronto lets brewmasters experiment to improve existing brews and develop new ones to keep the brand fresh.*

### *The Results*

*Our first experience working with Bullseye Packaging has been an excellent one. We entrusted them with the packaging of our 24 Can Raptors Promo Pack and they did so splendidly. Their attention to detail reminded us of our own operation, which is exactly what we look for when working with external brands and companies. Taking our timeline and specifications into account the staff were able to complete our order in a timely and orderly manner! We look forward to finding many future projects that we can collaborate on in the coming years.*



You can read the whole success story and more [here](#) on our website!

## NanoPack project delivers shelf-life extending film

*'NanoPack confirms that this packaging initiative provides an effective means to reduce food waste, thus ultimately saving money for food producers, retailers and consumers alike while benefiting the environment. "We expect that it will require at least one to two years to finalize the development and obtain the required regulatory approvals. We are currently at a Technology Readiness Level of 7 out of 9, which is the stage needed to achieve a commercially ready technology," says van Dam.*

*He affirms that this technology taps into the trend of increased sustainability, achieving two objectives: reducing food waste, while doing so through fully recyclable packaging. Packaging based on oregano and thyme. The filmsolution is based on mineral nanotubes dispersed into plastic foams without coming into contact with food. Slowly released as a vapor from the films into the packaging headspace, the oils kill or slow the growth of bacteria and molds that can spoil food from within the packaging.'* - [Packaging Insights](#)



While NanoPack is creating packaging to halt or slow the destruction of products, we are looking at how we could utilize this and other new methods in our packaging solutions. In fact we have a section of our website listing our capabilities and how we can make them work perfectly for you! Read all about it and more [here](#).

## Molson Coors forges new partnership with L.A. Libations

"Developing a strong portfolio outside the traditional beer category is an important part of our long-term strategy, and this partnership with L.A. Libations enables us to pursue opportunities in this space without needing an extensive nonalcohol infrastructure," said Pete Marino, president of emerging growth for Molson Coors, in a statement. "Their expertise in creating and nurturing brands is especially valuable at a time when much of the growth in the beverage industry is coming from brands and categories that often were nonexistent five years ago."

For L.A. Libations, which is the emerging beverage category captain for several major U.S. retailers, the partnership provides an opportunity to invest additional resources in its ideas and capabilities.

"We are honored that Molson Coors has chosen L.A. Libations as their emerging brand partner, and we intend to jointly become a major player in the non-alcohol space," said Danny Stepper, co-founder and chief executive officer of L.A. Libations, in a statement. "This strategic partnership with Molson Coors is an important step for our company, brands and partners, as it unlocks access to brand-building capital, capabilities and efficiencies toward utilization of a world-class distribution network." - [Bev Industry](#)

Molson Coors is on the lookout for expansion outside of the beer industry with this move. As a packaging company this is excellent for us to hear as we foster strong working relationships with our clients both new and old. Often we will see clients expand their product lines and due to the consistency in our quality and efficiency we will get a *first crack* at those projects. In fact we have an [entire page](#) on our website dedicated to our clients and the projects that we have done for them!



## Client Showcase: Old Yale Brewing Co.

"We believe the story of our hand-crafted beer can't be fully told using words alone. The beer's story has to be experienced, one sip at a time. We only brew beer that we love to drink, so when it comes to telling our story, we let our beer do the talking.

Located near the gateway to the pristine and breathtaking Chilliwack River Valley, our home gives us a fresh perspective - a perspective that not only shapes who we are but also how we approach the craft of making great beer." - [Old Yale Brewing Co.](#)

Old Yale Brewing is all about balance and adventure in it's mountain home. Going on an adventure and taking this fantastically crafted beer along with you is their ideal setting. Whether you are looking for a tall can for your hike through the wild or something more suited for lounging about Chilliwack River Valley this is the product for you. With it's bright and bold packaging that matches Old Yale's spirit this is both a product and a company that know where they came from. With Old Yale Brewing making it's home in Chilliwack so near our facility it was a no brainer partnership. Working with a company that is as proud of it's Western Canadian heritage as we are makes for a stellar working relationship! Despite them being down to earth, their products are soaring high as we prepare them for markets throughout British Columbia and beyond.



**Bullseye Packaging**  
Stephen Peters - President

**BC Production**

**AB Production**

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