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# NEWSLETTER



## Breaking Records!

Recently a client of ours asked to run a performance and safety audit on our Calgary location. Knowing their standards are tough, but fair, we knew that we were up to the task. Often clients will ask to do audits to verify that their product will be handled in the best way possible. In fact we often encourage it as putting our clients at ease is part of our role as their "partner" and as an "extension of their own operation."

When we received our final report we were excited to see that we had gotten a perfect score, our first 100%! This was a first for our client as well. We met or exceeded all of their expectations and were a perfect partner for their activities in Western Canada.

Every time we get feedback like this from our clients it reinforces our team's motivation to maintain the high quality standards that we keep!



A massive congratulations to our Calgary team on their PERFECT client audit! Want to set up a tour and see what we can do for you and your business? Then [contact us](#) today and let's get to work!

## Labatt acquires G&W Distilling along with Nutrl Vodka

*"Labatt announced Monday that it has acquired Delta, B.C.-based Goodridge & Williams. The distillery makes the Nutrl vodka and vodka soda drinks, along with several other spirits and mixed drinks.*

*Spirits, which includes ready-to-drink products, maintained the largest portion of the Liquor Control Board of Ontario's sales in 2019, according to its most recent annual report. Spirits brought in \$2.5 billion or 39 per cent of all sales.*

*That year, the province's spirits market grew 7.6 per cent, according to the LCBO report — up 8.6 million litres to almost 122 million litres. The pre-mixed and packaged cocktail segment doesn't show any signs of slowing down, said Norrington in a statement."-CBC*

We have worked for some time with both Labatt and G&W. G&W Nutrl Vodka line has been flying off the shelves as quickly as we can get them out the door! In fact our working relationship has progressed so well that we have a [success story](#) outlining exactly how we were able to meet their needs while expanding! We at



Bullseye are looking forward to the fresh opportunities that this will provide in the months and years to come.

## Top 50 Snack and Bakery Companies in 2019!

*"The U.S. grain-based snack and bakery industry, as regularly covered in Snack Food & Wholesale Bakery, accounts for over \$100 billion in annual retail sales—and many companies add incrementally more revenue by serving foodservice and other customers. These companies are the heart of our industry, powerfully influencing global foodways.*

*[...]PepsiCo likewise saw a bit of growth, and Ramon Luis Laguarta, chairman, president and CEO, notes increased demand for "permissible and premium snacking." Frito-Lay has added to its Simply, SunChips, Smartfood, Off the Eaten Path and Imagine brands to capitalize on such opportunities."*-[Snack Food & Wholesale Bakery](#)



As the snack food industry continues to grow, variety packs & snack pouches have become far more common. A way in which we have added to this is through Display Ready Pallets (DRPs). DRPs or Shelf Displays have been our primary focus when it comes to snack food clients. Being able to display your product in a tidy format with minimal packaging has been very appealing to the current consumer base.

Not sure how your product would be best suited for DRPs, Shelf Displays, or general Variety Packaging? That's fine with us, we can help you get the ball rolling towards your [packaging solution!](#)

## Client Showcase: Stanley Park Brewing

*"There's something about a walk under the canopy of an old growth forest, or a brisk stroll on the seawall that awakens the senses and reinvigorates the soul. Experiences like this stay with you. And they inspired us to craft a lineup of beer to evoke that very same feeling. From windstorms to day trips to incredible sunsets best viewed from the beach, every beer we make is a tasty tribute to Stanley Park and the experiences had within it. And just like the Park, we craft each one to be an exciting break from the everyday, an experience to be explored and savoured."*-[Stanley Park Brewing](#)

This rich, satisfying beer is deeply inspired by Vancouver Canada's beloved and iconic Stanley Park. Inspired by Brewmaster Thom Riley's experiences at Stanley Park, this company's focus has always been on the experiences that they have had, and how they can best be inviting you into their adventures.

The founder of Stanley Park Brewing Co has a passion that was first sparked in Edinburgh Scotland. His passion has only continued to grow and develop into richer, and more sophisticated brews since coming to British Columbia.

*"Brewing beers with a nod to tradition, while embracing new innovative styles to stay ahead of the next big thing. Using brewing science to bring the spirit of Stanley Park to life with every sip of our carefully crafted beers."*-Thom Riley

So, as you partake in these brews you are invited into the experiences of awe and wonderment that comes



from visiting this magnificent landscape of Canada's West Coast.

Cheers to Stanley Park and to Canada!

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