



Top 10 Package Designs of 2010 Showcase Innovation

The Glass Packaging Institute (GPI) named the winners of its 21st Annual Clear Choice Awards through a virtual event on the GPI website featuring videos and photos of award-winning product designs (watch the video and download photos).

"The winning products demonstrate that glass continues to be the 'clear choice' for consumers who want a package that provides a premium feel and also protects the products they are buying," says Joseph Cattaneo, president of the Glass Packaging Institute. "Designing and packaging in glass for foods, beverages, and fragrances ensures your product has a competitive edge."

"More consumers should know of the good work that is being done with glass packaging," says Mark "Coach" Smallwood, Mid Atlantic Green Mission Specialist/Local Forager at Whole Foods and 2010 Clear Choice Awards judge.

This year's Awards recognized 10 consumer product goods (CPG) companies and their achievements in expanding the frontiers of glass packaging design in the following categories—beer, wine, food, carbonated beverage, non-carbonated beverage, organic food or beverage, distilled spirits, flavored alcoholic beverage (FAB), and cosmetics or fragrances—as well as an overall package design winner.

"As always, the entries for GPI's 2010 Clear Choice Awards represent some of the best in new packaging and show off the great innovation and design talents that keep the packaging industry working at the top of its game," says Joe Pryweller, Managing Editor at Packaging Strategies. "With the pool of entries so deep, it made the task difficult to identify the winners. Yet, even in this crowded field, some packages stood out for their sheer invention, novel detail, and ability to rise above others on the shelf and exclaim 'look at me.'"

Overall Package Design Winner

Winning Product: Samuel Adams Barrel Room

CollectionManufacturer: The Boston Beer Company

Glass Container Supplier: Anchor Glass Container

Package Decorator: **Quest Industries, LLC**

Packaging Supplier: WS Packaging

Package Designer: Kenneth Hirst at Hirst Pacific, Ltd.

New Product Trend: Super high-end decoration and design for premium beer packaging

Packaging Description: The Boston Beer Company developed a beer that is barrel aged, and for this offering, needed a very special bottle. The container is "Black Glass" in a shape somewhat reminiscent of a



barrel. The Barrel Room Collection has an embossed cartouche in the shoulder and the Sam Adams signature debossed in the heel. Sealed with a champagne cork and wire bale, the container is decorated with screen printing

and pressure sensitive labeling, color-coded to the brew within. The glossy black finish of the bottle is only achieved after exposing the glass to very high temperatures during the curing process. This is a special product in a special glass package.

