

## Ardagh Group and Yazoo Brewing Collaborate

*New Glass Bottles by Ardagh Group and Nashville-based Yazoo Brewing Debut at Craft Brewers Conference 2018*

### THE COLLABORATION

One of Nashville’s craft beer pioneers, Linus Hall, Founder/Owner of Yazoo Brewing, collaborated with Ardagh Group to design a commemorative beer bottle premiering during the Craft Brewers Conference (CBC) and releasing locally at all the bars on Broadway in Nashville.

The 12-ounce Heritage bottle, designed and manufactured by Ardagh Group, features the Yazoo logo on the neck, along with the words ‘Ardagh Glass’ in the shoulder to display the brewery’s emphasis and commitment to glass packaging. When tipped back to drink, ‘CBC 2018’ can be seen embossed on the bottom of the bottle.

Of equal importance to the appeal of the bottle’s branded design is the glass bottle’s status as a 100% infinitely recyclable package, something of importance to Yazoo Brewing.

“With so much care going into brewing a great beer, we feel that glass gives us the best chance to get that beer to our customers with low dissolved oxygen pickup,” said Linus Hall, Founder/Owner of Yazoo Brewing.

The CBC bottle will house Yazoo Brewing’s core beer brands, including Pale Ale, Dos Perros, Hefeweizen, Sly Rye Porter, Hop Perfect IPA, Gerst, Pilsner, HOPRY Double IPA and Sue, available in six-pack bottles.

The bottle will be released in all major Nashville retailers in time for CBC.



“Ardagh Group enjoys collaborating with brands to create glass packaging that showcases and protects the integrity of our customers’ products,” said Alex Robertson, Chief Commercial Officer for Ardagh Group’s North American Glass Division.”

Ardagh Group is dedicated to the craft beer market with capabilities and resources to grow with craft brewers every stage of the way.



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## DISSOLVED OXYGEN (DO)

- A beer's exposure to oxygen can affect its flavor stability. This is true from brewing to packaging through to consumption.
- Three things will help lock in a brew's freshness: low oxygen levels, low temperatures and fast turnaround times from brewery to glass.
- The affect of oxygen on packaged beer can vary greatly, depending on the storage temperature, type of beer and yeast content.

Source: "Best Practices Guide to Quality Craft Beer,"  
BrewersAssociation.org



## THE CHALLENGE

"We have really focused on eliminating dissolved oxygen (DO) from our package, and feel that the combination of Ardagh glass bottles with our modern filling line gives us the best chance to consistently achieve low levels," said Linus Hall, Founder/Owner of Yazoo Brewing. "Low levels of DO are key to maintaining freshness and delivering great flavors and aromas to our customers – experiencing the beer as our brewers intended."

With DO levels in mind, Yazoo Brewing and Ardagh set out to design a custom glass bottle for the brewery's core line of beers.

## THE RESULTS

Yazoo Brewing bottled all of its core brands in this limited edition 12-ounce Heritage bottle, designed and manufactured by Ardagh Group.

Yazoo Brewing's modern glass bottle filling line has led to lower levels of dissolved oxygen in its beers.

"From the anecdotal evidence we've seen, the canning systems available to most small brewers can't match the low levels of dissolved oxygen we are able to achieve with our glass bottle filling line." – Linus Hall, Founder/Owner of Yazoo Brewing



### For more information, contact:

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