



WHY CHOOSE GLASS?

UPGRADE TO GLASS.COM

TASTE.

Glass bottles consistently rank number one for protecting taste.

- Why surround your perfect brew with a chemical liner? Glass is a natural choice. It's the only craft beer packaging that doesn't require a plastic liner, so there's no affecting brew taste.
- And 64% of craft beer consumers say glass bottles offer the freshest beer—just 16% say that about cans.

EXPERIENCE.

Glass bottles are the perfect choice for everyday craft beer experiences and special occasions.

- 66% of craft beer drinkers prefer glass bottles. Only 17% say they prefer a can.
- 72% of craft beer drinkers say glass bottles are best to drink from, with only 14% saying this about cans.
- Glass bottles stay colder longer—and 53% of craft beer consumers agree; only 26% say this about cans.

SUSTAINABILITY.

Glass is 100% and endlessly recyclable—from recycling bin to store shelf in as little as 30 days.

- One in two (51%) consumers rate glass bottles as extremely or very eco-friendly, compared to 33% for cans.
- Glass is non-toxic and ocean safe. Glass bottles are made from sand and other natural ingredients.
- Find out more about recycling glass bottles: [GlassRecycles.org](https://www.glassrecycles.org).



Sources: EcoFocus Worldwide, 2017; Mintel Consulting, March 2016; YouGov, 2018.

GET YOUR CRAFT BREW INTO A BOTTLE.

It's easy and
cost-effective.



SHOP & PURCHASE ONLINE

With glass bottles, brewers can order a minimum of a pallet, whether shopping on line or working directly with a vendor.

[Beer.BuyOurBottles.com \(BOB\)](#) offers glass beer bottles direct from Ardagh Group's glassmaking facilities for purchase with a credit card or PayPal account, and brewers can request a sample before ordering. Here's [Wildcard Brewing Company's story](#).

[O-I's On Demand](#) platform offers low minimum orders, credit card payment, a stock inventory program and custom bottle design services. [See their Artisan collection](#).



START BOTTLING

Brewers often move their brew into glass bottles based on growth, finances and market demand. While it can be an investment to install all types of filling lines, options for automatic and semi-automatic glass bottle equipment span the price range.

For brewers without a bottling line, [mobile bottlers](#) can come directly to the brewer and fill on-premise. And with glass bottles, there are low minimums. For brewers with their own bottling lines, delivery can be scheduled to move bottles directly from truck to filling line.



ENJOY BRAND RECOGNITION

Packaging influences how craft beer lovers feel about your brand.

Through shape, color, embossing, labeling, decorating and closures craft brewers are creating more consumption experiences with glass than with any other package type. Additionally, while craft beer drinkers love the familiar pry-off cap, twist offs and swing tops are also great options for your brew.

Enter your brand's glass bottle in the [2018 Clear Choice Awards](#).