



Consumers *Choose* **GLASS**

In a recent national survey, U.S. consumers chose glass as the **preferred packaging** for ensuring the **healthiness, purity, quality,** and **taste** of foods and beverages.



Products packaged in glass communicate a premium image

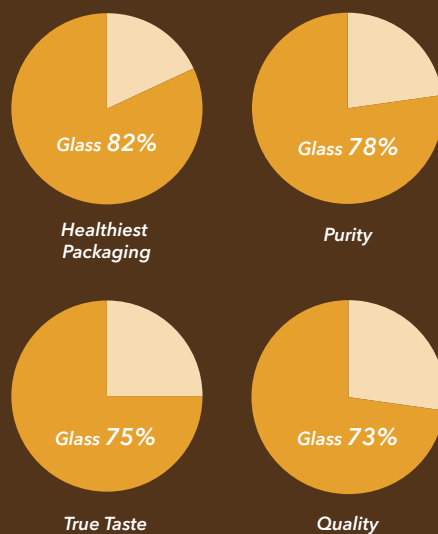
Consumers simply prefer glass. In an independent national survey conducted by Newton Research,¹ time and again consumers ranked glass packaging as their first choice when it came to maintaining the purity of foods and beverages (purity 78 percent). For preserving a product's taste or flavor, consumers similarly selected glass as the premier packaging material (taste 75 percent). Consumers concerned about maintaining the integrity or healthiness of foods and beverages chose glass by 82 percent over all other forms of packaging. This strong preference for glass packaging is not altered by the age, sex or income of a consumer.

Consumers also choose glass packaging for maintaining the shelf life of a product over aluminum and polyethylene terephthalate (PET) plastic by two-to-one.

QUALITY, PURITY AND PREMIUM IMAGE

Consumers overwhelmingly choose glass for an obvious reason—it is the pure packaging choice. Glass is the

Of those consumers expressing a preference, what packaging material provides the following attributes?

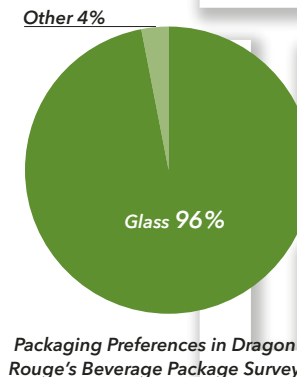


only packaging material for foods and beverages that is essentially chemically inert. Glass provides a barrier to oxygen and moisture, protecting a product's taste and shielding it longer and better than any other packaging material. When a product is packaged in glass, it communicates a premium image, taste and quality.

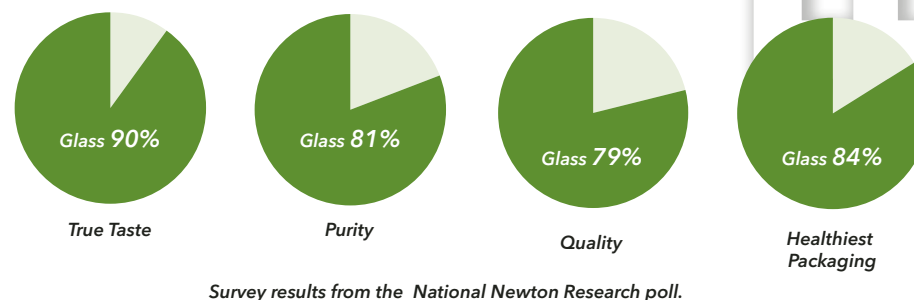
1. Methodology: Between April 24 and May 9, 2006, Newton Marketing & Research of Norman, Oklahoma was commissioned by the Glass Packaging Institute to conduct a survey of consumer buying habits. It interviewed 752 respondents across the US on consumer food packaging preferences. The sampling error is +/- 3.5 percent.

Beer Lovers Choose Glass

Nearly all consumers in two new national surveys said they prefer their beer packaged in glass bottles to all other packaging choices. Results from Dragon Rouge's Beverage Package Survey revealed that consumers in both the U.S. and Europe prefer beer in glass bottles. In the Newton Research survey, when it comes to taste, purity and quality—the keys to a great beer—the top choice was glass.



Of beer drinkers expressing a preference, large majorities choose glass to provide the following attributes:



“Despite attempts to market spirits and beer in plastic bottles, it is yet to catch on... plastic cannot overcome negative perceptions of taste and not staying cold.”

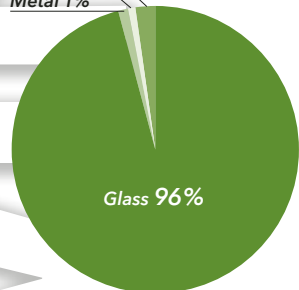
– Jonathan Asher, President, Dragon Rouge, USA (July 2006)



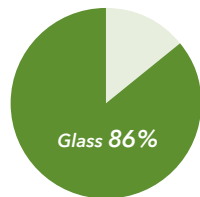
2. Dragon Rouge (www.dragonrouge-usa.com), the world's leading independent global brand design firm, surveyed 100 consumers in the U.S. and Europe. The survey was conducted electronically during the month of May 2006.

Wine Consumers Demand Glass Bottles

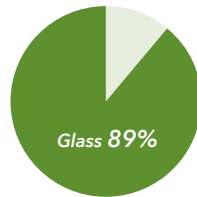
Paper 2%
Plastic 1%
Metal 1%



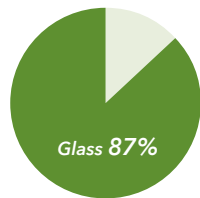
Of wine drinkers expressing a preference, large majorities choose glass to provide the following attributes:



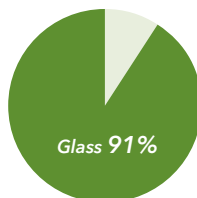
True Taste



Purity



Quality



Preserves wine in its healthiest form

The word “discriminating” apparently still applies to wine drinkers who, in a recent independent national survey, preferred to purchase wine in glass bottles by a margin of 96 percent to other forms of packaging.

In a national survey conducted by Newton Research, 86 percent of consumers agreed that the taste of wine is best preserved in glass packaging. Likewise, 87 percent of consumers felt the quality of the grape is better protected in glass. Even more consumers (89 percent) said glass best protects the purity of the wine, as well as the health benefits of wine (91 percent).

It takes years to bring a fine wine to the market and glass has proven the best choice for preserving the taste, purity, quality and prestige of a fine vintage.



Organic consumers rate glass packaging even higher on the scales for purity, taste and healthiness than does the average consumer.

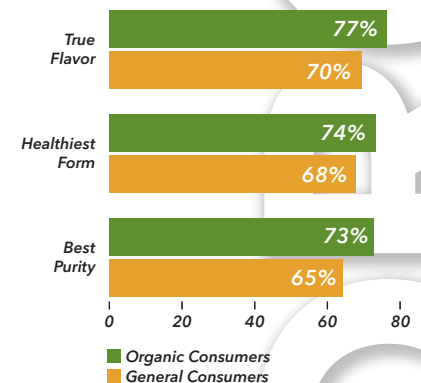
ORGANIC CONSUMERS WANT GLASS PACKAGING

The “organic consumer” is the fastest growing segment of the food and beverage industry. In a recent national survey conducted by Newton Research, 41 percent of respondents said they regularly or occasionally purchase organic foods. Organic consumers are spread out across the nation, and are typically between 18 and 55 years of age. Organic consumers also come from all economic groups.

By 2009, U.S. organic food and drink markets will be worth at least \$32 bn; in the U.S., Wal-Mart has recognized the vast potential of this market and it is currently developing an extensive private label organics portfolio.

The demand for glass packaging among organic consumers is much higher than the demand by the typical non-organic consumer.

Glass Packaging Preferences of Organic vs. General Food Shoppers



Indeed, organic consumers rate glass packaging even higher on the scales for purity, taste and healthiness than does the average consumer (see graph). It's clear organic consumers judge the purity and quality of the product by the package. A glass bottle speaks to the values and lifestyle of the organic consumer.



Choose Glass. Recycle Glass.

The life-cycle of glass, from raw materials, to manufacturing through recycling, sets the environmental standard for all packaging.

GLASS IS SUSTAINABLE

When it comes to sustainable packaging, glass is the best choice for consumers, society and the environment.

A Danish Ministry of the Environment (the Danish government's equivalent of the U.S. EPA) study conducted in 2000, and revised in 2001, concluded that on a kilogram for kilogram basis, glass is the most environmentally friendly package across the board when considering greenhouse effects, acidification and eutrophication. The Danish study concluded that glass is the life-cycle

“Glass is the life-cycle standard by which all other packaging is measured.”

– Report by the Danish Ministry of the Environment (2001)

GLASS IS FDA APPROVED



Glass is the ONLY packaging material to be categorized by the U.S. Food and Drug Administration as “generally recognized as safe” (GRAS). And, some 82 percent of U.S. consumers agree—ranking glass as the healthiest form of packaging.¹

Lately, the focus of food manufacturers and consumers has moved to the impact packaging materials may have on human biological and genetic processes. Scientists continue to raise concerns over increasing “endocrine disruptors.” Scientists are beginning to study and quantify the accumulating impact of chemicals on reproduction, puberty, brain activities and sexual behavior. Suspected disruptive chemicals found in plastic packaging include bisphenol A (BPA), phthalates and antimony.

Recycling one glass bottle saves enough energy to light a 60-watt bulb for four hours.

standard by which all other packaging is measured.

Sustainability is becoming a marketing force. In 2003 a CSR Monitor poll found 78 percent of American consumers said they would pay 10 percent more for responsibly produced products and roughly half of Americans claim they would avoid buying environmentally harmful products or brands.

GLASS BOTTLES AND JARS ARE ENDLESSLY RECYCLABLE.

Even after continual recycling, glass never loses its quality, purity and clarity. Glass bottles and jars go from recycling bin to the store shelf in as little as 30 days.

GLASS IS FUNDAMENTAL TO RECYCLING PROGRAMS.

Consumers expect glass containers to be included in recycling programs. Recycling glass diverts this valuable

resource from the landfill so it can be made into a new glass bottle.

GLASS RECYCLING BENEFITS THE ENVIRONMENT.

Glass is 100% recyclable. Using recycled glass, called cullet, in the manufacturing process saves raw materials, lessens the demand for energy and cuts air emissions.

Using cullet reduces enough energy consumption and greenhouse emissions to support an entire product life-cycle. For each 10 percent of recycled glass used, melting energy is reduced by approximately 2.5 percent.

THE RECYCLING “G” LOGO

on glass packaging lets you know it's made from recycled glass—and can be recycled again and again.

LOOK FOR IT.



Glass Recycles




700 North Fairfax Street
Suite 510
Alexandria, VA 22314

tel 703 684 6359
fax 703 299 1543

www.gpi.org
info@gpi.org

GPI is the trade association representing the North American glass container industry. Through GPI, the glass container manufacturers speak with one voice to advocate industry standards, promote sound environmental and recycling policies and educate packaging professionals.



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