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## Clear Choice Awards Unveil Year's Top Packages in Glass

*Glass Packaging Proves Unrivaled for Telling a Brand's Story*

**ARLINGTON, Va. (October 5, 2016)** – The Glass Packaging Institute (GPI) announced today the winners of its *2016 Clear Choice Awards*, recognizing the country's top brands and manufacturers using glass to create powerful brand experiences. The seven winners, ranging in categories from "Beer & Cider" to "Cosmetics & Fragrances," were recognized during a ceremony yesterday at the national *Packaging That Sells Conference* in Chicago.

The winning glass containers were selected by an independent panel of food and beverage packaging professionals, including [Ethan Fixell](#), beer, wine and spirits journalist; Tom Bobak, Editor-in-Chief of [American Craft Beer](#); and Denise Purcell, Head of Content for the [Specialty Food Association](#).



"Packaging is often the first opportunity for brands to make an impression on consumers," said Fixell.

"These industries are highly competitive, with new products constantly entering the marketplace. Consumers of premium goods not only value quality -- they value the story behind a well-crafted product. Clear Choice Award winners stood out for their ability to separate themselves from the competition with innovative, thought-provoking design and an impressive knack for clearly conveying the history of a unique commodity."

Winners include:

**Beer and Cider:** Goose Island Bourbon County Stout

**Wine:** Maestro 50th Anniversary

**Spirits:** Wild Turkey Master's Keep

**Non-Alcoholic Beverage:** Argo Tea

**Food:** Sir Kensington's Organic Mayonnaise

**Cosmetics, Fragrances & Other:** Estee Lauder Advanced Night Repair

**Newcomer to Glass Packaging (Including Reversions):** Crazy Mountain Brewing Company

Read more about the winners and download high-resolution photos on [UpgradeToGlass.com](http://UpgradeToGlass.com).

“The containers that are being created for today’s artisan products can be as important as the products themselves,” said Bobak. “This year’s Clear Choice Awards competition presented us with an incredible array of modern glass options, and made choosing ‘the best’ in any given category, all the more difficult.”

Since 1989, the *Clear Choice Awards* has honored consumer product goods manufacturers who find unique ways to use glass packaging to tell the story of their brand, create glass packaging designs that stand out on the shelf, and demonstrate novel glass packaging looks. The 2016 winners also receive the distinction of being included in [Brand Packaging’s 2016 Top Packages Design Gallery People’s Choice Awards](#).

“The 2016 Clear Choice Award winners reflect the intricate beauty and elegant simplicity brands are able to attain with glass packaging,” said Lynn Bragg, president of GPI. “Every year, the vast majority of new products launched in beer, wine and spirits are packaged in glass containers, and GPI, through the Clear Choice Awards, is proud to recognize and celebrate the leaders in innovation and design.”

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#### **About the Glass Packaging Institute**

The Glass Packaging Institute (GPI) is the trade association representing the North American glass container industry. Through GPI, glass container manufacturers speak with one voice to advocate industry standards, promote sound environmental policies and educate packaging professionals. GPI member companies manufacture glass containers for food, beverage, cosmetic and many other products. GPI also has associate members that represent a broad range of suppliers and closure manufacturers. Learn more at [www.GPI.org](http://www.GPI.org) and [UpgradeToGlass.com](http://UpgradeToGlass.com). Follow us on [Twitter](#) and [Facebook](#) at @ChooseGlass.