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Clear Choice Awards Reveal Year's Top Glass Packages

Glass Bottles Prove Unrivaled for Building Powerful Brand Experiences

Arlington, VA (October 24, 2017) - [The Glass Packaging Institute](http://www.gpi.org) (GPI) announced today the winners of its 2017 *Clear Choice Awards*, recognizing the country's top brands and manufacturers that create first-rate designs to shape powerful brand experiences. The eight winners, ranging in categories from "Beer & Cider" to "Non-Alcoholic Beverage" were recognized during a ceremony today at the national [Packaging That Sells Conference](http://www.packagingthat.com) in Chicago.



The winning glass containers were selected by an independent panel of food and beverage packaging professionals, including Tom Bobak, Founder & Editor-in-Chief, [American Craft Beer](http://www.americancraftbeer.com); Peter Chamberlain, Associate Director, [Myron E. Ullman Jr. School of Design, University of Cincinnati](http://www.myronesign.com); Geoff Kleinman, Editor, [DrinkSpirits.com](http://www.drinkspirits.com); and Denise Purcell, Head of Content for the [Specialty Food Association](http://www.specialtyfood.org).

"This year's Clear Choice Award winners stood out for designs that modernized classic packaging, brought brand stories and histories to life, or added unexpected elements to convey the quality and distinctiveness of the products inside," said Purcell.

Winners include:

Beer and Cider: Coolcumber, Wicked Weed Brewing, *Manufactured by Ardagh Group*
Wine: Robert Mondavi Private Selection, Constellation Brands, *Manufactured by Ardagh Group*
Spirits: Wild Turkey Rare Breed, *Manufactured by O-I*
Flavored Alcoholic Beverage: SpikedSeltzer, Boathouse Beverage LLC, *Manufactured by Ardagh Group*
Non-Alcoholic Beverage: Crazy Water Company, *Manufactured by O-I*
Food: Ball® Sharing Jars, Newell Brands, *Manufactured by Ardagh Group*
Cosmetics, Fragrances & Other: Josie Maran Argan Reserve, *Manufactured by Vitro*
Newcomer to Glass Packaging (Including Reversions): Oui by Yoplait, *Manufactured by O-I*

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

“In today’s increasingly competitive marketplace, the packaging design can be as important as the products themselves,” said Bobak. “This year’s Clear Choice Award competition presented us with more modern glass options, and made choosing ‘the best’ in any given category both a challenge and a pleasure.”

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 2017 Clear Choice Award winners really show off how glass bottles allow brands to get the look and feel that connects with consumers,” 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, UpgradeToGlass.com, and at GlassRecycles.org. Follow us on [Twitter](#) and [Facebook](#) at @ChooseGlass.