



### Date

---

August 25, 2015

### Subject

---

Ardagh Group Helps O’Fallon Brewery Upgrade its Glass Packaging with New Bottle Design

### Information

---

[Ardagh Group, Glass – North America](#), a division of [Ardagh Group](#) and a leading producer of glass containers for the food and beverage industries in the United States, today announced its new proprietary beer bottle design for [O’Fallon Brewery](#).

Designed for O’Fallon’s “Everyday Beers” and “Seasonal Beers,” the Traditional-style bottle manufactured by Ardagh Group has O’Fallon’s signature “O’” and “We Love Beer” slogan embossed in the neck of the bottle. Inspired by form and design, the iconic bottle offers unique brand differentiation in a world of classic long-neck bottles.

“Craft brewers are increasingly focusing on innovations in package design, and the new bottle from O’Fallon Brewery is the perfect example of this advancement,” said John Orr, Vice President of Craft Beer Sales for Ardagh Group’s North American Glass division. “Ardagh Group appreciates O’Fallon’s commitment to sustainable packaging, while utilizing a bottle design to influence craft beer drinkers and build on the foundation of a great beer brand.”

The new embossed O’ is not only featured on the primary bottle package, but throughout O’Fallon Brewery’s brands, including the new [O’Bar](#), a restaurant and tap room for beer enthusiasts.

Many craft brewers want an original, sustainable package that speaks to the quality of the product. A true innovator in the craft beer industry, O’Fallon takes pride in the quality of its product, evident in the intricacy of its packaging.

“When possible, O’Fallon does its best to source ingredients and packaging material locally, and Ardagh Group was the perfect choice,” said Jim Gorczyca, President & CEO of O’Fallon Brewery. “Consumers want to know that when they choose hand-crafted, locally produced beer that their purchase supports the local economy.”

Celebrating its 15th anniversary this year, O'Fallon Brewery is the second-largest and second-oldest craft brewery in the St. Louis area. Located in Maryland Heights, Mo., the O'Fallon bottle is manufactured at Ardagh Group's Pevely, Mo., facility, located approximately 50 miles from O'Fallon Brewery.

#### [Further Information](#)

---

Gina Behrman, Director, Marketing & Communications at Ardagh Group, Glass – North America,  
[gina.l.behrman@ardaghgroup.com](mailto:gina.l.behrman@ardaghgroup.com), 765.741.7092

#### [Issued by](#)

---

Paula Polei, Manager, Marketing & Communications at Ardagh Group, Glass – North America,  
[paula.polei@ardaghgroup.com](mailto:paula.polei@ardaghgroup.com), 765.741.7647

#### [Notes the Editor](#)

---

Ardagh Group is a global leader in glass & metal packaging solutions and a key supplier to most of the world's leading food, beverage and consumer care brands. Operating 89 manufacturing facilities across 21 countries, Ardagh employs almost 19,000 people and has global sales of approximately \$6.2 billion (Eur 4.7 billion). [www.ardaghgroup.com](http://www.ardaghgroup.com)

#### [Image](#)

---

