



Tradewinds unveils its first plastic PET package

New hot-fillable long neck PET bottle re-captures the appeal of the traditional glass shape



Looking to grow the line of popular kettle brewed teas, Tradewinds Beverage Company asked Constar International to help design their first PET package. The goal was to recapture the look of Tradewinds' original 22-ounce glass package but in clear, unbreakable PET. This hot-fillable, 1 liter, travel friendly package bridges the gap between take-home and single-serve packages currently on the market. The long neck design strikes a nostalgic cord with Tradewinds' loyal customer base.

This distinctive package is being rolled-out in four flavors: Sweet Tea, Extra Sweet Tea, Green Tea and Lemon Tea. Early distribution is in Philadelphia, Chicago and Cincinnati markets as well as Sheetz Convenience Stores.