



Brown-Forman introduces Jack Daniel's Country Cocktails in plastic bottles

Innovative packaging extends Jack Daniel's Country Cocktails market reach into new venues



Brown-Forman chooses Constar's lightweight plastic bottle for its line of Jack Daniel's Country Cocktails. The 16-ounce polyethylene terephthalate (PET) bottle uses multi-layer construction incorporating Constar's patented Oxbar™ oxygen scavenger for excellent product protection from oxygen, while retaining the required level of carbonation. This leading barrier technology protects the fresh taste of the beverage and extends the shelf life of the package.

The new PET bottle enabled incremental sales of Jack Daniel's Country Cocktails at stadiums, arenas, amphitheatres and other venues where conventional glass bottles can not be sold. The novel package has also provided a unique product trial and awareness opportunity targeting certain consumer groups attending such events. Successful introductions of the 16 oz. plastic bottle took place at the Kentucky Derby, Yankee Stadium and the Red Rocks Amphitheater in Morrison, CO.

At this time, the 16 oz. PET bottles of Jack Daniel's Country Cocktails are offered in two flavors: Downhome Punch and Lynchburg Lemonade.