

O-I: HONEST, PURE, ICONIC GLASS

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Cachaça Yaguara winner of the 2015 WorldStar Awards
O-I bottle received highest honor in the packaging industry

Schiedam (29 June, 2015) – The striking bottle developed by O-I for Cachaça Yaguara recently won the WorldStar Award, the most important packaging award in the world, organized by the World Packaging Organization. The ceremony was held during the IPACK-IMA fair in Milan, Italy, awarding 148 winners from 33 countries. Eighty four of those winners attended the ceremony to receive their awards.

Produced in O-I's plant at Soacha, Colombia, the Yaguara package was created in a [design partnership](#) between renowned UK artist Brian Clarke and the O-I Covet™ team. The design of this outstanding bottle was inspired by the iconic Copacabana sidewalks, and supports the high-end positioning of this cachaça brand in the local and global markets.

Since 1970, the World Packaging Organization has given awards to numerous new packages from all around the world. In the WorldStar Awards 2015, 266 entries were received from 38 countries, and Yaguara was one of four Brazilian products that won this important recognition of packaging excellence.

"We have been very pleased with the continuing attention and awards that the Yaguara bottle has gained in many markets," said Stephanie Johnston, Covet's general manager. "We think of this beautiful bottle as a business card for our capabilities in the super premium spirits segment. This WorldStar award reinforces our commitment to continue breaking the boundaries to connect with consumers in powerful way that only glass can do."

Covet™ is a collection of luxury glass packaging products and services. In Europe, O-I offers Covet Classics, a high end super premium standards collection.

Andrew Yeoland, Spirits Segment Lead for O-I Europe, said, "Many of the qualities seen in the Yaguara bottle can be replicated in Europe thanks to the multimillion Euro investments we have made in Europe over the last three years to improve our offering to our spirits customers."

WorldStar awards illustrate the continual advancement of packaging design and technology, and create a living standard of international packaging excellence. “Hearty congratulations to our customer, Carmosina, for this important achievement, and to the team involved in Yaguara’s production” said Johnston.

Yaguara is currently available in Brazil, North America, and the UK.



Photo: (from left to right) O-I's Specialty Business Leader Europe, Robert Brouwer, and the president of the World Packaging Organization (WPO), Thomas L. Schneider

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About O-I

Owens-Illinois, Inc. (NYSE: OI) is the world's largest glass container manufacturer and preferred partner for many of the world's leading food and beverage brands. The Company had revenues of \$6.8 billion in 2014 and employs approximately 21,100 people at 75 plants in 21 countries. With global headquarters in Perrysburg, Ohio, USA, O-I delivers safe, sustainable, pure, iconic, brand-building glass packaging to a growing global marketplace. For more information, visit o-i.com.

O-I's Glass Is Life™ movement promotes the widespread benefits of glass packaging in key markets around the globe. Learn more about the reasons to choose glass and join the movement at glassislife.com

About Yaguara Cachaça

The creation of Cachaça Yaguara is rooted in the friendship of three young entrepreneurs. Thyrso and Thiago Camargo met Hamilton Lowe during their formative years, becoming fast friends during their time at school together. Over the years, Hamilton often travelled from his native England to visit the brothers at their home in Brazil, when they would occasionally visit Thyrso and Thiago's grandfather – a man who has spent his life perfecting his own cachaça, “Cachaça do Barba.” It was on one such visit to Paraná that they realized there was an opportunity to bridge that family cachaça tradition with modern Brazil. They hatched a plan to create their own cachaça and Yaguara Cachaça was born.

For more information about the brand visit www.cachacayaguara.com

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