

: HONEST, PURE, ICONIC GLASS

FOR IMMEDIATE DISTRIBUTION

For more information, contact:

Ilse Derijck

Communications Consultant

+32 2 451 00 12

ilse.derijck@outsourcing.be

O-I provides striking bottle for launch of Warninks White

New Warninks White liqueur ready to conquer the UK

Schiedam, 5 November 2014 - Owens-Illinois, Inc. (NYSE: O-I), the world's largest manufacturer of glass containers, has created a distinctive white bottle for Warninks White, a new vodka liqueur by De Kuyper, world market leader in liqueurs and spirits. With the new glass container O-I captured the unique character of the new liqueur. Warninks White is destined for the United Kingdom, and is available exclusively from ASDA supermarkets since October.

Owens-Illinois took up both the design and manufacturing of the new bottle. Patrick Waegemakers, Segment Manager beer, wine and spirits packaging at O-I Benelux says: "De Kuyper and O-I have a history of cooperation. We have produced new glass packaging for them for decades. In 2013, O-I developed the new bottle for the whole range of De Kuyper liqueurs. Due to the years that we have spent working together, we are thoroughly familiar with the traditions and values of De Kuyper, and can convert those characteristics into glass packaging."

The new bottle for Warninks White has a fresh white look and emphasises the specifics and unique character of the product. The use of the red Warninks logo on the top of the bottle, with a silver floral decoration underneath highlights the premium qualities. Its convenience is enhanced by tapering the bottle in the middle. The result is an elegant white bottle that will attract a lot of attention on the shelves due to its unique shape and colour.

Since it was founded in 1695, the De Kuyper family-owned distillery has excelled in the manufacture high-quality products. With the launch of Warninks White, a vodka liqueur with a white chocolate and a mint flavour, continues that tradition. The new product is a variant on Warninks Advocaat, the successful and traditional egg liqueur.

Niels Valkenburg, Logistics Manager at De Kuyper, tells us that the choice of glass as a packaging material was a question of quality as well as sustainability: "A quality product must be supplied in a quality container. Glass has a premium character, and is taste-neutral. It is simply the best container for a quality product like Warninks White, which was developed with passion by our artisans."

#####

About De Kuiper

De Kuiper Distillers is the owner and manufacturer of various premium spirits and liqueur brands, including Mandarin Napoleon, Schipper Bitter, Rutte and Peachtree. It is the world's largest producer of cocktail liqueurs. It is one of the oldest Dutch family firms, having been founded in 1695. De Kuiper exports 50 million bottles a year to over 100 countries.

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 \$7.0 billion in 2013 and employs approximately 22,500 people at 77 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 <http://www.o-i.com>.

O-I's Glass Is Life(TM) movement promotes the widespread benefits of glass packaging in key markets around the globe. Join us in the #betteringlass conversation at <http://www.glassislife.com>.