



PRESS RELEASE

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Hooghoudt packs tradition and natural taste into a modern bottle supplied by OI

New gin bottles catch the eye on the shelf

Schiedam, xx xx 2013 - Owens-Illinois, Inc. (NYSE: OI), the world's largest producer of glass containers, has designed a modern bottle with an authentic look for the 100 per cent natural gins from Dutch family-owned distillery Hooghoudt.

Hooghoudt was founded in 1888 and has held a royal warrant to supply the Dutch court for the last 25 years. The company is among the top three distilleries in the Netherlands. After more than 125 years the company is giving its gins, based on 100 per cent natural ingredients, brand new packaging. With this innovation, Hooghoudt aims to appeal to the younger generation of consumers. At the same time, it is keeping faith with the tradition and natural flavour of this spirit.

"Our gins are made of natural ingredients, with the most modern techniques and benefit from our 125 years of experience. Gin is a special, historical product. Therefore we selected a qualitative glass packaging that illustrates the connection between tradition and the future, communicating a clear image towards both younger and older clients," says Arno Donkersloot, Managing Director at Hooghoudt.

Christophe Desort, Account Manager Beer, Wine & Spirits Packaging at O-I Benelux: "The various design elements that we have used are what makes this bottle truly unique. For example, the recessed label surface makes the bottle look stylish. Besides 'debossing', we used 'embossing' a relief on the bottle. Using embossing in the glass mouth of the bottle is a first in the Benelux. The relief is only visible once the consumer opens the bottle. Hooghoudt can actively exploit this element in its marketing."

In addition, the bottle has been given a long shoulder with a different curvature. That subtle detail gives the bottle a more robust appearance. The whole range, 12 products in all, was switched to the new glass packaging in phases. First it was the turn of the one-litre bottle to get the new look, then came the 1½ litre bottle and the ½ litre. All bottles are produced by O-I in white (flint) and green.

About O-I

Owens-Illinois, Inc. (NYSE: OI) is 's werelds grootste fabrikant van glasverpakkingen en de bevoorrechte partner van veel vooraanstaande drank- en voedingsmerken. De onderneming genereerde in 2012 \$ 7 miljard aan inkomsten. Het hoofdkantoor bevindt zich in Perrysburg, Ohio (Verenigde Staten). Wereldwijd telt O-I ongeveer 22.500 medewerkers in 79 fabrieken in 21 landen. O-I biedt veilige, duurzame, natuurlijke, opvallende en merkenbouwende oplossingen voor glasverpakkingen aan een groeiende wereldwijde markt. Met de campagne Glass Is Life™ brengt O-I de unieke eigenschappen van glasverpakkingen onder de aandacht op de belangrijkste wereldmarkten. Ga voor meer informatie naar www.o-i.com of www.glassislife.com.

About Hooghoudt Distillery

Hooghoudt is one of the most famous distilleries in the Netherlands, and has been based in Groningen since its foundation in 1888. Hooghoudt has a long tradition as a distiller and producer of high quality alcoholic beverages and non-alcoholic syrups. Since its establishment, the family business has been owned by successive generations of Hooghoudts. The fourth generation is closely linked to the company as a member of the Supervisory Board. Since 1988, the family distillery has held a royal warrant to supply the Dutch court. Hooghoudt is among the country's top three distilleries and is the market leader in domestically-produced spirits.

