



PRESS RELEASE

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'sLandsBeste first Dutch company to serve sauces in innovative container glass packaging solution from Owens-Illinois

Versaflow™ offers maximum comfort and functionality

Schiedam, xx xx 2014 - 'sLandsBeste, known for its 100 per cent natural and traditional products, is the first Dutch company to use the VersaFlow™ Carafe. This bottle was designed by Owens-Illinois, Inc. (NYSE: OI), the world's largest glass container manufacturer and preferred partner for many of the leading food and beverage brands. VersaFlow™ Carafes have a unique pouring spout that allows consumers pouring of liquids in a cleaner, precise and esthetical way.

Wyno Vermeulen, co-owner of 'sLandsBeste: “Our products are natural, traditionally-made and of high quality. We deliberately chose a glass container. By using the unique VersaFlow™ Carafe, we are also strengthening our brand identity and we can stand out even more distinctively on the shelf.”

The VersaFlow™ innovation allows for a clean and precise dosage of liquids directly from the container. No dripping, no rims, no spots, so the container can be used even at distinguished meals without decanting.

VersaFlow™ responds to the growing demand of consumers for functionality and their increased emotional connection with glass packaging. Moreover, for brands it means competitive advantages by being different. “Brands can develop completely new packaging concepts and have additional options regarding the brand experience,” said Steffi Lenz, Innovation Project Manager at O-I.

VersaFlow™ brings all benefits of glass as packaging material that includes absolute tightness and maximum hygiene for guaranteed product safety.

The available flavours are apricot and passion fruit, cherry, raspberry and forest fruits.

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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 \$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 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 www.glassislife.com.

About 'sLandsBeste

'sLandsBeste is a trademark of Fruitkwekerij Vermeulen from Biddinghuizen in the Netherlands, It produces fruit juices using traditional methods at its own orchards. About 20 people work at Fruitkwekerij Vermeulen. They work every day to pick the tastiest fruit and make the most delicious, high-quality fruit juices, sorbet sauces, jams and many more products in a traditional way.

For more information, visit www.slandsbeste.nl or www.flevosap.nl.