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O-I enhances the image of the La Trappe Trappist beers with new 75 cl bottles

A new look for a unique beer experience in pubs and restaurants

Schiedam, 26 March 2015 - Owens-Illinois, Inc. (NYSE: OI), the world's largest glass packaging manufacturer, recently produced a new 75-cl bottle for the La Trappe Trappist beers. The De Koningshoeven brewery is using the new luxurious look as a way of raising the profile of the La Trappe beers as an alternative to wine in pubs and restaurants. The new bottles will be available in over 40 countries worldwide as of April 2015.

O-I's task was to restyle the 16-year old bottle in order to better represent the premium image of La Trappe and Trappist beers in general.

Patrick Waegemakers, Segment Manager beer, spirits and wine packaging for O-I Benelux: "The Champenoise-style brown glass bottles with a cork and wire cage (muselet) bestow an aura of luxury on the La Trappe beers. Moreover the 75 cl bottle now matches the 33 cl bottles even better thanks to the embossed La Trappe logo on the bottle."

Thijs Thijssen, CEO of the De Koningshoeven brewery: "O-I was the perfect partner. Thanks to their innovative skills and expertise the design and production process was very smooth for us. They succeeded in transposing the modern yet traditional aspect of our speciality beer to this new bottle. And because of the excellent relationship and the smooth follow-up we were able to finalise the entire process in just three months."

Using glass is an obvious choice for Thijs Thijssen: "Glass is a must because of the fermentation in the bottle. Glass is also inert and the bottle's dark colour keeps out excess light which influences the beer's taste. It is also 100 percent and endlessly recyclable. The use of glass packaging ties in perfectly with our views on sustainability, which are part and parcel of our company's philosophy. Trappist beer should always be served in a glass."

He continues: "La Trappe is known the world over as a speciality beer and we are happy that we were able to further enhance La Trappe's brand image with this new glass packaging. The new bottle perfectly epitomises the qualitative and traditional appeal of this beer."

The beers of the La Trappe product range are becoming increasingly successful: in 2011 the brewery was brewing a mere 47,000 hectolitres but this increased to 75,000 hectolitres in

2014. The sale of the 75-cl bottles was also on the rise in recent years. The brewery expects to post increased sales as a result of the new premium look. To fulfil the demand the production line for the 75 cl bottles was completely renewed in 2014.

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About Bierbrouwerij De Koningshoeven

La Trappe Trappist beer is being brewed by brewery 'de Koningshoeven' since 1884 on the grounds of the Cistercian Abbey Our Lady of Koningshoeven . Although the La Trappe beers are very different in character, they also have similarities. They are all pure beers. With patience, love, passion and traditional craftsmanship unique beers are being crafted based on the strict secret recipes of the Trappist monks.

Brewery 'de Koningshoeven' is one of the few Trappist breweries in the world that carries the logo 'Authentic Trappist Product'. This is the best guarantee of authenticity, recipes, tradition and quality. Beer can only be considered Trappist beer if it is brewed within the walls of a Trappist abbey, under the supervision of monks and if part of the profit is donated to charity. Pure and honest. And you can taste it.

La Trappe. Taste the silence.

About O-I Europe

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.