



# Hansen's

## chooses SLEEK™ to launch "guilt-free" beverage

Hansen's is already a Rexam customer, packaging its Monster Energy® drink in Rexam 16 oz. cans and the Rexam Cap Can®. So when they had a new product to launch, they came to Rexam once again for product differentiation.

The answer? The 10.5 oz. Rexam SLEEK™ can. This is the package Hansen's picked to launch its "Natural Sparkling Refreshment." Hansen's

Natural Sparkling Refreshment is made with real fruit extracts and lightly sweetened with pure cane sugar for a flavor they call "guilt-free and

100 percent authentic." It is available in a variety of flavors: Blueberry Pomegranate, Dragonfruit, Cranberry-Grapefruit, Valencia Orange, Green Tea Pomegranate and Green Tea Tangerine.

"Hansen's Natural Sparkling epitomizes sophistication," said

**"We are thrilled to introduce a classy beverage that not only tastes great, but also adds style to any occasion..."**

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Gregg Arends, VP of Marketing, Hansen's Natural. "We are thrilled to introduce a classy beverage that not only tastes great, but also adds style to any occasion without sacrificing the quality natural ingredients synonymous with Hansen's Natural."

Like the drink, the can is clean and contemporary so it's quick to chill, easy to recycle and ideally packaged for consumers' on-the-go lifestyles.

Hansen's Natural Sparkling Refreshment is 90 calories per can. Packed with vitamin C, the all-natural drink doesn't have caffeine, preservatives, sodium or high fructose corn syrup. The entire line is also available sugar-free with zero calories and zero carbohydrates.



## College student launches PUNCH™ Energy in Rexam cans

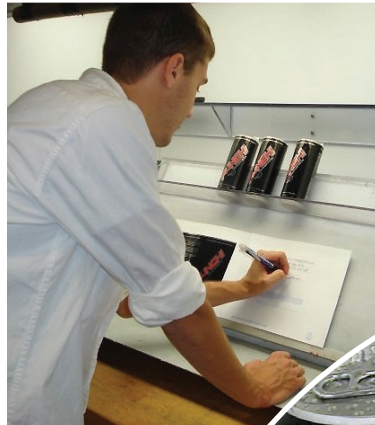
Energy drinks are a \$6 billion industry, so it's no surprise that hundreds of drinks are launched each year. Indiana University student Zac Workman decided to try and grab a share of this fortune with his grandmother's 75-year-old punch drink.

Zac's goal was to create a drink that delivered a great-tasting energy boost. At just 20 years old, Zac began working with Power Brands, a California-based beverage consultant company that has partnered with Rexam in the past for can packaging.

The result? PUNCH Energy. Sold in 16 oz. Rexam cans, it combines caffeine with seven all-natural fruit juices, essential minerals, amino acids and vitamins to deliver long-lasting energy. In fact, PUNCH grabbed the attention of a regional Anheuser-Busch distributor who helped Zac launch his beverage in retail stores in Indiana and Illinois.

"I am pleased to offer consumers a unique drink that tastes great and delivers a lasting burst of energy," said Workman, founder, Punch Energy. "And Rexam has been a great partner, working closely with me to understand what I needed to help build my brand and my business."

PUNCH retails for \$1.99 per can. Zac is already working on plans to expand distribution across the country early next year.



Zac Workman (left) signs off on PUNCH printer proofs. 16 oz. PUNCH cans zip through the line (below).



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*Zac Workman, founder, Punch Energy*

## Rexam's Cap Can® wins innovative packaging award

Rexam recently announced the launch of Jolt® Energy in its new, innovative 16 oz. Cap Can®. This exciting new package is commanding attention and earning higher retail price points on store shelves. And it is winning awards.

In its November issue, *Beverage World* magazine recognized Jolt Energy with a Best in Beverage Packaging Award for its unique closure capabilities. Packages were judged on the general attractiveness of their design, as well as their structure, functionality and originality.

