



FOR IMMEDIATE RELEASE

Rogue and Pepsi win Gold Medals

Recognized for the “Best in Beverage Packaging” by BEVERAGE WORLD Magazine

CHICAGO, IL, February 25, 2009 – Rogue’s 750ml black ceramic Imperial India Pale Ale (I²PA) bottle was one of the two packages to win a GOLD Medal at BEVERAGE WORLD’S 12th Annual Best in Beverage Packaging contest. The Other Gold Medalist was Pepsi Raw.

Beverage World’s Best in Beverage Packaging is an annual competition judging packages based on several criteria, including general attractiveness of design, structure, functionality, and originality.

Imperial India Pale Ale (I²PA) has won over 25 Medals, including Gold Medals from competitions such as the World Beer Championships, the Australian International Beer Awards, the North American Beer Awards, and the New Zealand International Beer Awards.

Other competitors included Coca-Cola Beijing Olympic Games Packaging winning a Silver Medal, Pepsi Raw winning a Gold Medal, Gatorade Tiger winning a Bronze Medal, Lipton Eco-Friendly winning a Bronze Medal, Absolut 100 winning a Bronze Medal and Jim Beam winning a Bronze Medal.

I²PA is brewed with 6 ingredients: Two-row Pipkin Pale malts, Saaz, Cascade and Northwest Golding hops, Free Range Coastal Water and Rogue’s Proprietary Top Fermenting Pacman Yeast. I²PA is available on draught and in the award-winning 750ml swingtop grolsh-style ceramic bottles domestically and internationally.

Celebrating its second century, Rogue Ales is an Artisan Varietal Brewery founded in Oregon in 1988, as one of America’s first 50 microbreweries. Rogue has 600+ awards for taste and quality and is distributed nationally and in 20 countries.

“Flashy, Innovative, Functional, Classy.”

BEST IN BEVERAGE PACKAGING

A Tradition of Design Excellence Continues

Beverage World restarts a competition honoring the best in global beverage package design.

Flashy, innovative, functional, class. These four words pretty much sum up this year’s entries in our packaging design awards, as you will see on the following pages. After a hiatus of a few years following the passing of Murray Edelman, who we used to partner with to conduct this award competition, the editors of Beverage World decided this year to revive our packaging awards. Since a few years had passed, we didn’t know how much interest starting up the contest again would generate. But as you can see from this year’s entries, package designers and the beverage marketers they work with have great pride in their work and, as might be expected, love to show it off – and be honored for it as well.

We considered a variety of aspects when judging each package, from the general attractiveness of the design, to its structure, functionality and originality. Also, since we wanted to single out those packages that excelled where it came to functionality, labeling, closure and eco-sensitivity, we decided to issue Special Jury Awards in those categories. Until next year and the 2009 awards, we hope these designs will serve to inspire.



Gold Winners

Rogue I2PA 750 ml
Ceramic Bottle, Seattle
Rogue Ales, Newport, Ore., USA
Design Firm: Rogue Ales
Key Supplier: Phoenix Packaging

Rogue describes this package simply as “a ceramic bottle, elegant design and a package that allows us to be “tailored.”



Pepsi Raw
PepsiCo, Purchase, N.Y., USA
Structural Package Design, Engineering: Light, Inc., New York, N.Y., PepsiCo

Pepsi has launched a new beautiful beverage option with Pepsi Raw, which is made from natural ingredients. The drink was launched in the UK initially, although a wider roll-out is expected later in the year. The company hopes the new drink, one of the more significant innovations from Pepsi UK in the past 15 years, will help it catch up with market leader Coca-Cola, and enable it to capitalize on demand for more natural products. A simple, elegant, sensual glass bottle structural design relays the cues “natural” and “health,” says Light.



| I2PA FOOD PAIRINGS & SPECS | | | |
|----------------------------|--|-----------|--------|
| | | 20° PLATO | 74 IBU |
| | | 75 AA | 13° L |