

# DRINK IN THE OPPORTUNITIES



The Association for Packaging and Processing Technology

**\$26.3B**

the  
**NORTH AMERICAN**  
BEVERAGE PACKAGING  
INDUSTRY WILL REACH  
**\$26.3 BILLION** in 2015.



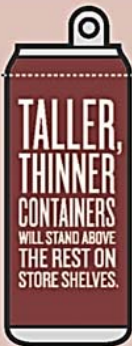
**OVER 40%**  
of the MARKET WILL BE  
**MADE FROM PLASTIC.**

**MORE THAN HALF**  
of BEVERAGES WILL  
**COME IN BOTTLES.**



## THINKING OUTSIDE THE 6-PACK:

Instead of 6-12 or 24-packs, companies are trying out **2-3-4-8-15 & 32-packs** to meet lifestyle and price-point needs.



**TALLER,  
THINNER,  
CONTAINERS**  
WILL STAND ABOVE  
THE REST ON  
STORE SHELVES.



**TEAR-OFF TOPS TURN  
A CAN INTO A "GLASS".**

**PENNSYLVANIA'S BREWERIES  
POURED \$1.1 BILLION  
INTO THE ECONOMY** in 2010.

**NEW YORK  
MICROBREWRIES  
JUMPED 160%**  
in the **PAST 3 YEARS.**

Beverage brand owners can find the latest innovations for processing and packaging at **PACK EXPO East**,  
FEB. 16-18, 2015 • PHILADELPHIA, PA



**NEARLY 1/3** of the **TOP 100  
CPG COMPANIES** in the U.S.  
ARE LOCATED WITHIN **200  
MILES OF PHILADELPHIA.**

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