



Alpha turns the science of packaging into an art.

Frequently Asked Questions about the Alpha 64oz PET Growlers

What is this Alpha Growler opportunity all about?

It's about fresh draught beer. It's about the opportunity to take home a specialty / craft or other interesting beer for dinner, for a party, for a picnic. It's about taking a unique and fresh draught beer someplace you could not take before. You walk into your neighbor's Labor Day Party with an Amber Ale Blueberry Stout Unfiltered draught beer and everyone wants to try it. You just made a bunch of new friends. Beer is about fun and variety, and the Alpha PET Growler lets you take fresh draught beer to a wider variety of venues.

What is the history of the Growler?

In the late 1800s and early 1900s, fresh beer was carried from the local pub to one's home by means of a small-galvanized pail. Rumor has it that when the beer sloshed around the pail, it created a rumbling sound as the CO2 escaped through the lid, thus the term "Growler" was coined.

What is the primary market and potential for Growlers?

There are 2,347 craft breweries operating for some or all of 2012, comprised of 1,132 brewpubs, 1,118 microbreweries and 97 regional craft breweries. Growth of the craft brewing industry in 2012 was 15% by volume and 17% by dollars compared to growth in 2011 of 13% by volume and 15% by dollars.

What are the target market opportunities for Growlers beyond the craft brewing industry?

Most Growlers are sold today by craft brewers who make beer on site. Because they mostly sell only draught and have no package (bottle or can) the Growler gives them a way to sell beer on site for consumption in other locations.

A second target market is for the many specialty beer brands (Sierra Nevada, Blue Moon, Sam Adams) that sell draught beer typically have many seasonal varieties and have some bottles and cans as well. These brands are all sold through the three tier beer system by distributors. The opportunity here is to target promotional events (Monday Night Football Growler Night) where the bar / club or tavern could sell additional draught beer to go.

The third target market is for off premise retails (Grocery, and Drug) usually in metro markets. For example in NYC, the Duane Reade drug store chain sells empty Growlers that are filled in the store at filling stations for consumers to take home. This is a small but growing opportunity and is not legal in all states.

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How is the Alpha PET Growler different than the glass Growlers currently available in the market?

The answer is the Alpha PET Growler is no different than glass for the situation in which it's used: Filled with fresh draught beer, sealed with a closure to keep in carbonation, kept cold (as draught beer should be) and consumed usually in 3-4 days. Beer filled in an Alpha PET Growler will protect the beer, keep the carbonation and taste the same as beer in a glass Growler. That's the fact based rational answer and in other FAQ items we will detail further, but as you sell in the Growler you will face the same emotional questions that consumers told us in our research.

Alpha designed the PET Growler with the consumer in mind. In market research in consumer focus groups, the consumers themselves told us what it should look like, how they compared it to the glass Growler and how it was different. Our focus groups included beer drinkers ages 21 to 29 and 29 to 35 who currently used glass Growlers.

Here is what they said:

- They purchase beer in Growlers for outdoor activities, celebrations, getting together with friends, trying new beers, BBQ picnics, sporting events, fishing, movie theater, tail gaiting and just for home consumption.
- Growlers are easier than having a cooler full of 30 beers. It's cheaper and easier.
- They get fresh draught beer and variety out of the bar and at the occasion where they want it.
- They usually drink the Growler the same day or within a few days of purchasing it.

But glass Growlers have some drawbacks according to the consumers:

- Deposit is expensive for the size (\$10-\$15)
- Only fill their variety of Growler (won't refill someone else's growler)
- Have to consume quickly
- Risk (stuck with a product you don't like)
- On a boat/lake/park, you wouldn't want to bring glass (worry about Water or Park Patrol)
- Concern with buying a glass Growler and not being able to bring it where you intended to

So how does the Alpha Growler solve some of these issues and would they accept a PET version of the Growler? What were their concerns?

- Worry about it being shaken up and exploding
- "I think the plastic growler could work for certain situations, but I'd be worried about damaging it (crushing it)."

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- Expecting it to be thicker, and wonder if it would mess with the taste of the beer
- Good thing is you know if you drop it that it won't shatter
- It would be easier to bring to a park, you wouldn't have to worry about it being confiscated
- "When you bring it to a movie theater you wouldn't have to worry about people hearing it."
- "If it truly worked exactly the same, I wouldn't have any places I wouldn't take it. I would then take it to all of the places I currently couldn't."
- "I would probably take it to places I couldn't take glass. Plastic can be porous so it can lose carbonation. It's one of those skeptical feelings. I'm hesitant to trust it."
- "It would take trying it to trust it."
- "I would want something better than a twist off cap. There are places where oxygen and CO2 pass through - I would worry that I would only drink out of that thing for a day."
- "I'm just wondering if the beer lasts as long."

If I fill an Alpha Growler with beer will the pressure from the carbonation make it blow up?

The answer is no, it will not blow up.

Alpha designed the growler to handle the normal pressure of all types of beer up to 39 PSI which is far beyond the normal pressure experienced with draught beer in growlers today. For example the Brewers Association recommends that draught beer be poured and served at 38.5 degrees and draught systems are pressurized at 14 PSI.

We tested beer with carbonation levels up to 3.5 atmospheres and the highest amount of pressure seen at 50 degrees was 25 PSI in the Alpha Growler. This is about as warm as you would want to drink beer anyway. At the highest pressure of 39 PSI where the beer temperature was 72 degrees there was some deformation of the bottle, but no failure.

"Deformation" of the Alpha Growler is primarily limited to the gripper areas and occasionally the base area, which may begin to bulge out slightly when the beer warms up to about 50 degrees or more. This deformation should not be considered a quality defect of the container – instead, it is a deliberate design feature that provides a benefit to beer drinkers, letting them know when the beer they are transporting is warmer than it should be. When the beer is warm enough to cause the gripper areas or base to bulge, the consumer should consider refrigerating the beer before consuming it, since the beer itself will taste better at the appropriate temperature. Once the contents of the Alpha Growler are cooled again, any minor deformation should subside and the bottle will return to its original shape.

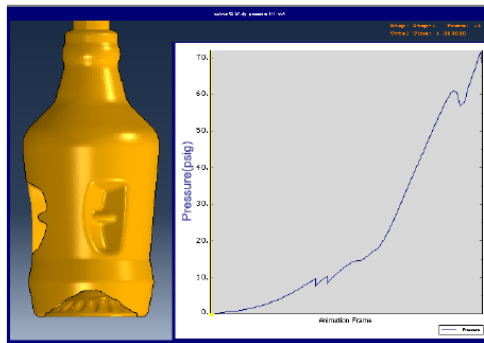
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Option 02 Bottle Pressure Animation – Section View (81.5g)



Deformed bottle at 39psig

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7/31/2013



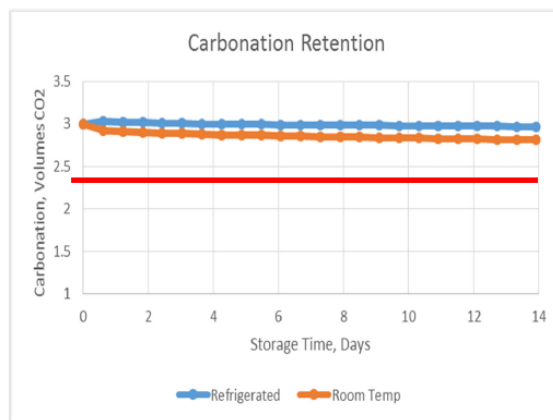
Will the Alpha Growler hold the beer's carbonation as well as glass?

The answer is yes, under the conditions which Growlers are used. Filled with cold draught beer and kept cold for up to 3 to 7 days there will be no taste difference in the beer between glass and the Alpha Growler. And remember, consumers usually drink Growlers usually in 2 to 3 days.

Carbonation retention in PET Growler



- ▲ Carbonation is measured in "volumes" of CO₂ (carbon dioxide).
- ▲ 3 volumes is a common carbonation level.
- ▲ Many consider that a 15% loss, or below 2.55 volumes, to be a "failure".
- ▲ Even at room temperature, with a PP closure, the beer will not reach the failure point.



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Will the Alpha PET Growler keep the beer fresh like a glass Growler?

Again the answer the yes under the conditions which Growlers are used. Beer freshness is affected by 3 things:

- Light – The amber color protects the beer from UV light like amber glass does. But in both cases, the limit is about 2 hours. So keep your beer out of light all the time, whether it's packaged in plastic or in glass.
- Temperature – Does anyone really need to say that cold beer is better beer?
- Oxygen – Exposure to oxygen will over time affect beer taste but not under the conditions which Growlers are used today. The impact of oxygen is a time temperature relationship. If you keep the beer cold and you consume the beer like typical consumers do then you always have great tasting fresh beer from an Alpha Growler.

PET is used widely across the food industry from dairy products (Nesquik) to peanut butter (Jiff) to juice (Ocean Spray) all successfully without impact on product quality or taste. And who hasn't had a PET bottle of Coke or Pepsi?

PET is routinely used for carbonated beverages, and the Alpha Growler affords consumers plenty of shelf life for the filled containers, especially since the beer is kept cold and consumed so quickly.

What are the features that make the Alpha PET Growler a better solution than current glass?

- It looks like a bottle that beer should go in since beer-drinking consumers helped us design it. It doesn't look like a moonshine jug or a bottle for chemicals.
- It is light weight, and the PET is fully recyclable. The Alpha PET Growler weighs just 20% as much as glass and that means fewer environmental impacts. This is especially true since most glass Growlers are imported from around the world, requiring significant fuel and carbon emissions to transport them.
- It's unbreakable. How many places and situations are you restricted to take glass that you can now take an Alpha Growler?
- The patented Alpha Growler Grip. Consumers told us the glass growlers ring and handles make it hard to pour. So we designed the grip low on the bottle to make pouring easier and to prevent making foam when you pour. The Growler Grip can also alert consumers that their beer is getting too warm if they notice the gripper areas bulging slightly.

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What kind of closures can I use with the Alpha Growler?

The 64oz Growler has a standard 38-400 neck finish, and can accept any 38-400 plastic or metal closure. We strongly recommend a polypropylene closure from Mold Rite Plastics with an F217 polyethylene foam liner. Mold Rite makes virtually any color of closure you need to match your branding, but the three closures we recommend are:

White cap with ribbed sides and smooth top:

- Item description – RS38 WHT F217 .035 024
- Mold Rite item code – RS0381AD0240000

Light Gold cap with ribbed sides and smooth top:

- Item description – RS038 MRP GD01 F217 .035 024
- Mold Rite item code – RS0382IJ0240000

Dark Gold cap with ribbed sides and smooth top:

- Item description – RS038 MRP GD02 F217 .035 024
- Mold Rite item code – RS0382J60240000

Can I reuse the Alpha PET Growler like I do glass and can I clean it like glass?

The answer is yes. Like glass, rinse the container with warm water, seal and shake it, pour out the water, and rinse again. The Alpha PET Growler should not be cleaned in the dishwasher. If consumers do not want to reuse the Growlers, they can recycle them in most curbside community recycling programs. Our research with consumers told us in many cases they pay a deposit up to \$5 for a glass Growler but don't reuse it anyway.

How will the Alpha Growler be priced compared to glass Growlers?

The Alpha Growler will be in most cases be half the price of a glass Growler for distributors. And if sold to consumers, it should cost less than \$2 for the empty container on top of the cost of the beer. According to our focus group research, that is a very acceptable price point for consumers.

How can I enhance the Alpha Growler Sales Opportunity?

Decoration is key. A customized Alpha PET Growler can be screen printed and decorated just like a glass Growler. In fact we have built in deco lugs to make the decoration process faster and easier, and allow you to screen print with multiple passes / colors, which is difficult or impossible on most glass Growlers because they lack deco lugs.

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Are there legal requirements for the use of Growlers with beer?

Yes, the Department of the Treasury via the Alcohol and Tobacco Tax and Trade Bureau has various regulations on its site: <http://www.ttb.gov/beer/beer-faqs.shtml#b9>. Most of the regulations are specific to the labeling of the Growler, dependent on if the Growler is filled when sold or prefilled in advance. “When the brewer fills a growler at the tap at the brewpub, and not in advance of sale, we consider the Growler as a large glass sold at retail. These Growlers are not subject to Federal labeling requirements. Some States consider this bottling activity and regulate accordingly.”

On our web site, we have included both the full text of the federal documentation and a list of state regulations that will provide specific details. Please remember these are guidelines only, and subject to change, so check with your local and state ATF office.

What size Growlers are used in the market?

While 64 U.S. fl oz is the most popular Growler size, Growlers are commonly found in 32 U.S. fl oz, 128 U.S. fl oz, 1-litre (33.8 U.S. fl oz; 35.2 imp fl oz), and 2-liter sizes as well. The 32 U.S. fl oz is commonly referred to as a “Bomber” or “Growlette.”

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Additional Information from the Alcohol and Tobacco Tax and Trade Bureau (www.ttb.gov)



B9: What is TTB's policy with respect to “growlers”?

What is a “growler?”

A “growler” is a large container that we may consider as either a large glass or as a bottle. These containers are usually about a ½ gallon, but may be smaller. Some States place restrictions on removal of beer from brewpubs in ½ gallon growlers.

What are the concerns for filling a “growler?”

A growler is either a bottle or a large glass. The distinction is solely dependent on the manner in which the brewer fills the container.

When is a growler a “bottle?”

A growler is a bottle when the brewer fills the container in advance of sale. The brewer may fill the growler prior to removal, on the brewery premises, or after tax determination on the brewpub premises.

When is a growler a “large glass?”

A growler is a large glass when a consumer uses the container to make a purchase and the brewer then fills the container. Consumers may furnish their own growler or may purchase it from the brewer.

When is tax determined on beer used to fill growlers?

There are two conditions for tax determination (please refer to [§§25.25\(c\)](#), [25.157](#), and [25.158](#)).

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- If the brewer fills a “bottle” on the brewery premises, the tax is determined upon removal for consumption or sale. Since the growler is a bottle, tax is determined on the stated net contents.
- If the brewer fills a “glass” on the brewpub premises, the brewer must fill it from a tank that is tax determined.

What are the labeling requirements for growlers?

When you are required to label your growler you should note that the label must contrast with the background. If you silkscreen your containers, the ink colors must contrast with the filled containers.

What are the requirements for the government warning label?

The Alcoholic Beverage Labeling Act (ABLA) of 1998 applies to sealed containers the brewer offers for sale to consumers. The ABLA does not apply to glasses or containers a brewer uses to serve beer at the brewpub. These containers do not meet the definition for a sealed container in which an alcohol beverage is offered for sale to the public.

However, the law applies to any keg or serving tank from which the brewer dispenses beer to containers. The brewer must apply a government warning label to the keg or tank. The brewer must comply with [27 CFR Part 16](#) regardless of whether the public has view of the keg or tank.

The statement must comply with these conditions.

- It must be legible under ordinary conditions, and on a contrasting background.
- The words “**GOVERNMENT WARNING**” must be in capital letters and bold type. The rest of the statement may not appear in bold type.
- The maximum number of characters per inch of the warning statement is 25. All characters, including both upper and lower case, must be a minimum 2 millimeters in size.

What are the requirements for growlers that are “glasses?”

When the brewer fills a growler at the tap at the brewpub, and not in advance of sale, we consider the growler as a large glass sold at retail. These growlers are not subject to Federal labeling requirements. Some States consider this bottling activity and regulate accordingly. Brewers should check with State authorities.

What are the requirements for growlers that are “bottles?”

When the brewer fills on the brewery premises or on the brewpub in advance of sale, the growler is a

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bottle subject to labeling requirements of [27 CFR Part 16](#) and [27 CFR Part 25](#). In some States the requirements of [27 CFR Part 7](#) also apply.

Since growlers may be considered bottles we recommend that brewers silkscreen or label their growlers with all of the mandatory label information to avoid potential problems with growlers the brewer might subsequently refill under conditions that we would consider bottling. (See [§ 25.142](#) and [27 CFR Part 16](#).)

What is the mandatory label information?

You must label your beer with this information:

Brewer name or trade name

Place of production – the place of production is the city, and, if necessary for identification, the state. The place of production must appear in direct conjunction with your name or trade name. If you operate more than one brewery you must choose one of these options:

- Show all brewery locations on the label
- Show the place of production on the label
- Show your principal place of business on the label

In the event that you select to show all your locations or your principal place of business, rather than the place of production, you must also mark your label with a code to show which location actually produces the beer.

Net contents – show net contents as ½ gallon. You may use “64 ounces” in addition to but not in place of “½ gallon.”

Do not make a statement as to payment of internal revenue taxes.

Government warning label – use the guidelines above (see [27 CFR Part 16](#)).

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