

## INDIE DRINKS CAN ADVICE SERVICE LAUNCHES

### *The Can Makers reveal new website to help craft drink companies get it in the can*

A new [Indie Drinks Can Advice](#) site has launched to help all craft drinks makers get their drinks into cans. Whether a brewer, soft drink maker, winemaker or distiller, the site provides all the information a newcomer needs from a single source. Run by [the Can Makers](#), the trade body representing drinks can manufacturers in the UK, the site includes interactive insights and video content around the infinitely recyclable can. Expert interviews and an all-important list of suppliers are on hand to help those looking to can their beverage.

A thought-provoking insights section features interactive articles and whitepapers to educate on the market and options available, while video content gives insight into mobile canning and the recycling benefits of the can. Those exploring the can as a packaging option can also draw inspiration from interviews with successful companies such as Dalston Cola and CanOWater (newly stocked in Waitrose and Selfridges respectively). A suppliers and contacts database makes life easier for those building their brand, while a news section keeps visitors up-to-date on developments in cans. A myths and facts section dispels common canning misconceptions.

The site is also home to Can Creator, the world's first free 3D drinks can design app, used by thousands of designers, brands, manufacturers and students to quickly and easily try out new can design ideas.

The new Indie Drinks Can Advice Service site reflects the appetite for beverage cans, the most recycled drinks pack in the world, as consumers increasingly demand better environmental practices from the brands they're buying. Recent research by the Can Makers and [Gfk](#) shows that more than half of consumers will drink from a can at least once a week, while the recycling rate for aluminium beverage cans in the UK has reached a new milestone 70% for 2016 ([Alupro](#)).

Martin Constable, Chairman at the Can Makers says: "Cans offer fantastic benefits to a wide variety of drinks manufacturers, and we've seen some great success stories in recent years. The site is very much a one-stop-shop for anyone looking to the can to showcase their drink, and we hope to encourage even more brands to emerge in cans in the future."



-ENDS-

### **Notes to editors**

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### **UK Can Makers**

Members of the Can Makers work together specifically to promote the benefits of the drinks can and aid communications between the industry and its customers: the brewers and soft drinks manufacturers and the retailers, as well as the packaging industry, the media and consumers.

The Can Makers Information Service acts as the reference point for data and advice on the beverage can and the can manufacturing industry. Amongst its services is the issue of a regular newsletter and the publication of special reports on research activities. Consumer opinion and industry research forms an important part of the Can Makers programme.

The Can Makers was the first organisation in Europe formed to promote drinks cans. It is part of a European network set up under the auspices of Beverage Can Makers Europe (BCME), which includes similar country organisations across Europe.