

[Can Advisory Site](#) to Guide Independent Brewers in their Quest to Can

- *Site responds to demand to know more about new canning options*

The [Indie Beer Can Advice](#) website has been unveiled by the [Can Makers](#), the industry trade body representing UK manufacturers of drinks cans. The site launches at a time of increased interest in canning by the nation's indie brewers. It acts as an advisory service for those exploring the opportunity to put their product in a canned format for the first time. It introduces indie brewers to the range of affordable and low-volume canning options available and the advantages of putting their beers in can.

As the thirst for indie British beer rockets, the upwards trend is driving the increased availability of affordable short run canning lines to purchase, and mobile canning lines for hire. In recognition of this, the Indie Beer Can Advice site will be regularly updated with the latest information and industry contacts offering guidance, services and advice.

Martin Constable, chairman of the Can Makers, comments: "There are nearly 1,300 indie breweries operating in Britain and Eire right now – we can boast more breweries per head of the population than any other country in the world. Indie Beer Can Advice will help brewers explore the new packaging opportunities opening for them, and start canning, perhaps for the first time.

The independent canned beer movement started in Colorado in 2002 and spread rapidly. More than 500 breweries in North America now produce nearly 2000 different canned brews between them, and the trend has begun to catch on in the



UK. In response to growing interest, last year the Can Makers hosted its inaugural Indie Beer Can Festival. More than 100 UK beers competed to be named the best independent beer in a can; most had never been canned before the festival final. Since the event, many of the competition's entrants have gone on to explore canning their beers.

Aside from its suppliers' page, the Indie Beer Can Advice site aims to provide all the information and guidance needed to help indie brewers decide on the best pack format for single serves of their artisan beers. A contact page can be used by brewers for those that have additional questions about beer canning or contacts.

Martin says: "We would encourage all indie brewers to visit the Indie Beer Can Advice website to explore the many benefits that are afforded by canning their beers. Canned beer also allows for cool and exciting packaging, such striking imagery opens the love of beer up to a wider audience and gives independent brewers the opportunity to introduce their brews to new audiences. Consumers are falling in love with the look, feel and taste of canned beer; it's important that brewers know canning is a real option, in fact, it is the perfect packaging format for their brand."

-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.