

VETROTIME

MARKET
The craft of
brewing

TECHNOLOGY
Swabbing robots

ART
Abstract art infused
with beer

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Dear readers,

This issue of Vetrotime might as well be a special edition on beer. The theme is clear right from the title page, becoming even more evident in the articles on speciality and craft beers (starting on the opposite page) and not even stopping at the art pages (18 and 19).

But first things first. Craft and speciality beers are enjoying increasing popularity. I know this not only from statistics, but also from personal experience. I like beer and enjoy discovering the new, distinctive flavours of hand-brewed varieties. However, I also appreciate the traditional kinds, and not just on hot summer days. I know I'm in good company in this respect and this is vouched for by the ever-rising numbers of visitors to the BrauBeviale trade fair, which opens its doors in Nuremberg on 8 November. In a way, this issue of Vetrotime is also a tribute to the fair and its visitors as it showcases everything we have to offer in terms of beer. In particular, I would like to mention the exclusive beer bottles produced by our Italian plant. They turn an enjoyable beverage into a true drinking sensation. And there is also beer art, of course. It is with great pleasure that I invite you to discover this for yourself – either by reading this magazine or by visiting the exhibition.



As exciting as the topic of beer is, Vetropack also has a lot more to offer – as you know. This includes our latest glass packaging, which we had the opportunity to develop in close cooperation with our customers (pages 9 to 12). We also have some news of our own to report. For example, we have opened a training centre in Pöchlarn, Austria, in which production employees from across all our plants will undergo continuous professional development in future. After all, the high quality of our glass containers is important to us, and this can only be guaranteed with the help of well-trained staff.

What else is left to say? Enjoy reading and I wish you a fun-filled time with your family and friends during the upcoming holiday season. Thank you for your loyal cooperation and I wish you a great start to 2017!

Best regards,

C. Cornaz
Claude R. Cornaz



SPECIALITY BEERS

Skilfully brewed, expertly packed

Passion and skill are the distinguishing qualities of those special types of beer currently referred to as "craft beers". However different they may all taste, they each have their own unique character, which is also reflected in their packaging.

The variety of beers on offer is broader than ever before. Innovative, small-scale breweries are enriching the brewing scene just as much as the specialist and niche ranges produced by larger, more established companies. Craft beers are a real trend and demand is growing, with more and more women and young people joining the band of enthusiasts.

The craft of brewing

Craft beer – this term is often used these days to refer to special beers that are enjoying increasing popularity. The name, originally coined in the US, is not exactly a precise description but refers more to the fact that these types of beer are produced by hand (craft meaning "handicraft" or "homemade"). The US Brewers Association defines the concept accordingly: "An American craft brewer is small, independent and traditional". To meet these requirements, the annual output must not exceed 9.5 hectolitres, the brewery must not be more than 25 per cent owned by a corporation and the beer must consist primarily of water, malt, hops and yeast.

Due to the annual output alone, other benchmarks would need to be drawn on in an attempt to compile a European

definition, if indeed one is needed. After all, if craft beers are considered primarily to be speciality beers, then it is their unique character in particular that sets them apart. They are unusual beers that people either love – or not. Sometimes they do not release their distinctive flavour until they are enjoyed alongside certain dishes. More often than not, brewers like to experiment, teasing out a variety of flavours and playing around with the raw ingredients. Craft



beer is much more a basic mindset, shaped by a love of beer and the ingredients that go into it, than a technically prescriptive term, according to the definition set out on a German website (bier.de). In other words, the master brewer creates the taste, not the market.

An explosion of flavours

Hops, malt, water and the fermentation process are what give traditional beers their flavour. Malt offers a broad spectrum of aromas ranging from caramel, nut, coffee and chocolate through to smoke. But hops contribute to flavour too, not just adding a bitter component but also hints of blueberry, lemon balm, citrus fruits or herbs when the beer is left to mature. Another thing that adds to the variety of beers is the water used, as no two kinds of water taste the same. Specialist beers may also contain other natural ingredients, ranging from cherries and orange peel through to coriander, chilli, ginger and hemp. The alcohol content of a beer also affects its taste, as does the way it is stored. If beer is kept in wooden barrels, then a woody note can be



detected on the tongue, along with a hint of the spirit that was maturing in the barrel beforehand.

As a result, brewing can produce up to 1,000 different flavours.

Glass makes a difference

The unique properties of glass guarantee 100 per cent enjoyment of the beer it holds. The amber nectar never tastes stale, as the carbon dioxide content is optimally preserved over a long period, while the beer retains its distinctive qualities and flavours.





The ideal drinking glass

The shape of a drinking glass plays a crucial role in releasing a beer's full flavour when drinking. Beer sommeliers recommend glasses that offer space for the flavour to develop and that have a sort of air tunnel, e.g. a kind of cone with a slightly bulbous shape that tapers towards the top. A goblet is a safe bet for more substantial varieties, while a tumbler is perfect for enjoying a lighter drop or two.

The ideal packaging

The Vetropack range includes numerous glass bottles that are appropriate for high-quality beer products and bring their own unique qualities to bear on the shelf or during tasting. This means, for example, that a 0.75 litre brown glass beer bottle no longer needs to be sealed with a crown cap but can have a champagne cork if a cork bottle mouth has

been selected. The champagne cork closure emphasises the beer's high calibre and gives it a special aesthetic quality. However, the 0.33 litre Gambrinus beer bottle is also very popular as a container for speciality products. The beer bottles made by Vetropack Italia (see the article on pages 6-7) are particularly elegant.

And if you can't find the right bottle for your craft or speciality beer from among our standard range, no problem: we would be happy to develop a customised and unique beer bottle just for you. Just get in touch to find out more.





BEER CULTURE

Beer – uniquely packaged

Sophisticated beer creations in designer outfits – Italian chic through and through. Italy, a country just breaking onto the beer scene, is setting some surprising flavour trends, with Vetropack Italia supplying the perfect glass packaging to match.

Italy is famous for its wine, but few people are aware that it is also a fascinating place for beer. One thing is for sure: Italy's craft beers benefit from its long-standing wine tradition, with many brewers aiming their recipes at wine drinkers. This means that terroir and spicy notes have as much of an influence on the art of brewing as the specific qualities of the local region. It is also clear that craft-brewed beers are enjoying ever greater popularity in Italy. What's more, people are increasingly opting for these fine beers as an alternative to wine.

Beer is booming

There are over 600 breweries in Italy today, up from 250 in 2009. Both high demand and new brewing technologies are paving the way for newcomers to enter the industry. Vetropack Italia's beer bottle production is still a modest yet refined area of business, but thanks to emerging opportunities on the beer market, the Italian glassworks now has the chance to expand its beer range. After all, the specialists there have many years of experience in glass packaging to draw on and can also benefit from the Vetropack Group's long-standing expertise.



Beer with style

Luca Giaccone, an Italian craft beer expert and co-editor of the “Guida alle Birre d’Italia” (Guide to Italy’s Beers) published by Slow Food, strongly believes that one of the unmistakable features of Italian craft beer is its packaging. Perhaps that is why it is so common for beer bottles in Italy to look similar or even identical to wine bottles. In 1990, Birrificio Baladin was already packaging its speciality beers in what would have been rather unusual bottles for traditional beers back then. Since then, the vast majority of “Italian” speciality beer bottles have been characterised by a stylish elegance and pure Italian vibe. This is also the case for the beautiful, elegant range of beer bottles manufactured by Vetropack’s Italian subsidiary.

Stylish labels or original sleeves enhance the bottles’ elegance. From the contents to the packaging, these are truly sophisticated creations.

SWABBING ROBOTS

Automatic swabbing

Three swabbing robots have been installed at the Austrian glassworks in Kremsmünster. These free up machine operators for other tasks and ensure consistent and even application of a layer of oil graphite onto the blank moulds in the glass production machines. Swabbing the blank moulds is a basic requirement that ensures both a smooth moulding process and high-quality glass containers.



One of the machine operator's main jobs during production is to apply an oil graphite paste evenly and precisely onto the blank moulds and opening and closing mechanisms at regular intervals using a brush-like applicator. This is absolutely essential for ensuring the quality of individual articles. Since every machine operator has their own working style, one 24-hour production cycle can result in a considerable amount of variety.

The advantages of automatic swabbing are obvious: it frees up the machine operator for other tasks and ensures a consistent, even film of lubricant throughout a 24-hour period. After the success of the pilot project using a swabbing robot from Novaxion, three robots have now been permanently installed on three glass production machines at the Austrian glassworks in Kremsmünster.

The robot moves along a rail to the machine station where the blank moulds are to be swabbed. The exact timing is dictated by the machine's FlexIS control system. The station then switches automatically to the swabbing cycle, leaving the blank moulds closed unlike during manual swabbing. The spray nozzle attached to the robot's arm plunges into the blank mould, spraying it in a downwards motion. Once it has reached the bottom, the robot waits until the blank mould opens and then sprays it a second time as well as the opening and closing mechanisms.

The robot operates for 24 hours in an operating area protected by laser scanners. The robot switches off automatically if a person enters this area during swabbing.



UNMISTAKABLE

The star of Prague

Staropramen beer from the Czech Republic has a brand-new look. The glass bottles made by Vetropack Straža boast a simple design and a luminous green colour.

Staropramen has been an established presence since 1869, and not just on the Czech beer scene. Whether you're celebrating a birthday or just having a casual drink with friends – this beer is a welcome guest. People enjoy it when chatting amongst themselves and talking about their experiences. And when there's nothing left to say, Staropramen's new packaging is yet another thing to discuss at the table.

The revamped design is captivating at first glance. The green glass bottle with a crown cork cap, which is produced by Vetropack's plant in Croatia, fits perfectly into your hand. It is inspired by Prague's distinctive zest for life. It's hard to resist the beer's enticing golden-yellow colour and delicate froth.

The beer bottles are available in volumes of 0.5 and 0.33 litres. They are manufactured using the press and blow process and are offered as multi-trip bottles. The glass specialists at Vetropack Straža had quite a challenge designing the simple shape of the body of the bottle, as the bottles had to be adapted to fit into pre-existing beer crates.





FRUITY

A feast for the eyes and the taste buds

The Slovakian Vetropack plant produces part of the green glass bottles used for true fruits' green smoothie. The unique tops developed in-house allow you to reuse true fruits bottles as teapots, salt shakers or vinegar bottles.

The cheerfully coloured smoothies made by true fruits are a real delight to behold. Vetropack Nemšová supplies part of the green glass bottles for the equally green smoothie. Behind the 0.25 litre bottle sporting a twist-off mouth lies the guiding principle "true fruits – no tricks", a very fitting one for glass packaging. The bottles are screen-printed and, alongside information about the product and its contents, their surface also features increasingly creative texts. With ingredients like kale, spinach, ginger, matcha tea and a generous portion of fruit, these green smoothies are a real hit. They are available to buy in Germany, Austria and Switzerland.

Glass bottles provide perfect protection for their contents. And because their bottles are so valuable, true fruits has come up with some upcycling ideas using various closure systems: from a tea strainer and salt or sugar shaker through to little bottles for oil or vinegar.

STRIKING SPIRIT

A breath of folklore

The Ukrainian company OLYMP has launched a new 0.375 litre bottle for Malinovka vodka. It is made from flint glass and produced by Vetropack Gostomel.

If you want to turn your humdrum dinner into a celebration, then Malinovka vodka adds the perfect finishing touch. OLYMP distils this spirit according to a traditional recipe consisting of entirely natural ingredients: "Lux"-grade grain and flavoured alcohols, water and honey. The vodka is triple-distilled to give it a rich, full-bodied taste. "Lux" quality means that no more than 0.02 per cent of the pure alcohol can be methyl alcohol, a substance released in small amounts during the production of spirits.



On the reverse of the 0.375 litre vodka bottle are engravings of traditional motifs and the slogan "Malinovka. Always holiday time". The elegant embossed elements, the simple label and the screw-in stopper marry beautifully together and enhance the bottle's celebratory appearance. Produced by Vetropack's Ukrainian plant in Gostomel, the flint glass bottles were designed by the Allberry agency in Kiev, which is well-known for its work on wine and spirit bottles in Ukraine.

FULL OF GRACE

Sparkling Muscat perfectly packaged

La Festa is a sparkling wine from Odessa Sparkling Wine Company that has its origins in the vineyards along the Black Sea coast. Vetropack Gostomel produces the olive-green glass bottles for this refreshing, bubbly wine.

When you enjoy a glass of La Festa sparkling wine, you almost feel as if you are on holiday on the Italian Riviera. This is because the glowing, golden-yellow wine is made from Muscat grapes using the Italian "Federico Martini" method, better known as the Charmat method. La Festa has the alluring taste of white grapes combined with tropical fruits, acacia flowers, honey and lychees. The elegant 0.75 litre olive-green bottles from Vetropack's Ukrainian plant complement the refreshing yet sweet flavour perfectly. The clear-cut, gently curving lines make this an extremely stylish bottle sure to catch the eye on any supermarket shelf.



UNMISTAKABLE

A new tool for Bulgaria

Consumers in Bulgaria can now benefit from Coca-Cola in a 0.75 litre flint glass bottle made at Vetropack's plant in Slovakia.

Coca-Cola is the most popular and best-selling soft drink in the world. Its success story began in 1886 in Atlanta in the US state of Georgia. The American pharmacist John Pemberton was looking for a unique refreshing drink. Almost 100 years later, in 1965, Coca-Cola was produced in Bulgaria for the first time.

The new 0.75 litre flint glass multi-trip bottle is produced at Vetropack Nemšová, having been developed by Vetropack Austria in consultation with Coca-Cola. The bottle has a sleek and simple yet elegant shape, features the unmistakable embossed "Coca-Cola" logo and is topped off with a red screw cap.





GROUPWIDE

Training centre in Pöchlarn

Well-trained, qualified and motivated staff are the driving force behind any business. Vetropack has now built a training centre in Pöchlarn, Austria, which is dedicated to supporting the continuous professional development of production employees across the entire Group.

Increasing demands on production staff with regard to quality and productivity and the growing complexity of production machinery mean there is a need for a great deal of expertise. With the aim of continuing to meet these high standards and working with customers to create the products they want, Vetropack is stepping up its efforts to provide further training within the Group. To this end, a training centre has been set up at the company's Austrian site in Pöchlarn, offering professional development opportunities for employees across all Vetropack plants.

The centrepiece of the training facility is the IS machine, which can be linked up to a total of six stations and is housed in a training room covering around 100 square metres. The building also offers a classroom that can accommodate 15 people. Transferring theory directly into practice is very important to Vetropack, so the knowledge acquired by employees at the training centre is designed to supplement what they learn in their day-to-day work in a targeted way.

Benefits

Well-trained and motivated staff work efficiently and sustainably. They are also well-versed in their specialist area, are

aware of the implications of their work and are able to deal with problems quickly and effectively. Not only does this play a key role in maintaining a high level of product quality, it is also a very good way of preventing accidents.

The courses and workshops will start in the first half of 2017.





TIME TO CELEBRATE

Pop the corks!

Vetropack Straža in Croatia and Vetropack Moravia Glass in the Czech Republic have been part of Vetropack Group for 20 and 25 years respectively. Both plants are among the biggest employers in their region and make a significant contribution to the local economy. Using state-of-the-art technology and specialist expertise, they manufacture glass packaging for food and drink based on customers' requirements.

Vetropack Group began its expansion into Eastern Europe in 1986 by acquiring the Pöchlarn glassworks in Lower Austria. This year, the plant is celebrating its 30th anniversary since joining the Group. We will provide more information on this in the next issue of Vetrotime. This article, however, is dedicated to the anniversaries in Croatia and the Czech Republic.

Vetropack Straža in Croatia

On 9 September 1996, Vetropack acquired a majority holding in the Croatian glassworks in Hum na Sutli. Difficult years lay ahead, as the aftermath of the Balkans war meant that the economy was not in a good state. However, the glassworks had a lot of potential. Long-standing customer relationships and highly motivated staff were the driving force behind what has turned out to be a successful company.

The Group's oldest glassworks

Commitment and perseverance paid off. Today, 20 years later, Vetropack Group's oldest glassworks – it was founded in 1860 – is part of a modern, future-oriented production site and is a key pillar in the Group's success. The sub-

diary is very well known in Croatia and its neighbouring countries. Vetropack Straža plays a major role in the local economy and protecting the environment. One example of this is the new exhaust emissions purification system, which has been in operation since 2015. The plant's 580 or so employees produce approximately 237,000 tonnes of glass packaging each year.

A former managing director of Vetropack Straža once said: "We were happy to be taken over by Vetropack as we gained an owner who cared about the future development of the business, its employees and the local population. But Vetropack also benefited from the acquisition. Here in Hum na Sutli, it gained competent, motivated staff who are very loyal to the company."

Vetropack Moravia Glass in the Czech Republic

This year, Vetropack Moravia Glass is celebrating a quarter of a century as a Vetropack subsidiary. Thanks to the Group's untiring support throughout the years, the glassworks in the Czech Republic is among the leading manufacturers of glass packaging. It is also one of the



region's biggest employers and those in charge place great emphasis on reducing energy consumption in the production process. Furthermore, the Czech Vetropack plant is a reliable employer and business partner that has been producing high-quality and environmentally friendly glass packaging for the food and beverage industry for over 130 years.

Top quality thanks to state-of-the-art technology

Vetropack Moravia Glass produces 300 different glass containers and offers customers a wide range of shapes and colours. If the customer wants a product that is not produced in Kyjov, then it is supplied by another of the Group's glassworks. Last but not least, thanks to investments in the latest technology, the glass packaging corresponds to the current technological standards. The first major wave of investment began in the 1990s with the installation of two

new furnaces, a warehouse for the glass packaging and a recycling facility. An exhaust gas filtration system was also brought in later as production capacity increased. The latest jewel in the plant's crown is its expanded recycling facility.

As well as concentrating on reducing greenhouse gas emissions, the Czech glassworks is particularly focused on recycling, as cullets are hugely important as a secondary raw material for the production of container glass. The more used glass is used, the more natural resources can be conserved and the less energy is needed for melting.

With around 450 employees, Vetropack Moravia Glass is one of the largest employers in the region and produces around 216,500 tonnes of glass packaging a year.



RIGA FOOD 2016

Sought-after glass containers

From 7 to 10 September 2016, Vetropack Gostomel showcased its wide range of glass containers at Riga Food 2016. The exhibition is one of the most important trade fairs for the Baltic food industry.



The stand run by the Ukrainian Vetropack plant attracted a lot of attention at Riga Food. The broad selection of products on show appealed to visitors and other exhibitors alike. As well as the standard range, glass containers for craft beers, wine, fruit juice and lemonade proved highly popular. People were also impressed by the wide mouth containers in a variety of sizes, shapes and designs. After all, preserving vegetables and fruit is a large part of Latvian cuisine, in the same way that home-made jams, honey, meat and fish are preserved in glass jars.

Around 700 companies from 37 countries presented their latest products and services in the Latvian capital, where chefs, pastry cooks, bartenders and sommeliers also had the opportunity to show off their creativity in a range of competitions.



**PRIX VETROPACK 2016**

Prize-winning Chasselas from Aigle

This year's Prix Vetropack was won by a white wine called "Merveille des Roches" from the Cellier du Chablais winery in the canton of Vaud. Made from Chasselas grapes, the wine impressed the judges with its smooth and well-rounded taste.

"Merveille des Roches" has won the 2016 Prix Vetropack, which Vetropack Ltd awards at the International Wine Awards in Zurich to the producer of the best Swiss white or red wine made from a single main grape variety. These include Chasselas and Müller-Thurgau (Riesling-Sylvaner) for white wines and Pinot Noir (Blauburgunder), Gamay and Merlot for reds. The winner has the chance to design their very own glass bottle, assisted by the experts from Vetropack. The prize was presented on 31 August 2016 at the Kongresshaus in Zurich.

The Rhône valley is sheltered by the Alpine foothills of Vaud and Savoy. The sunny terraced slopes in the Aigle region offer the perfect soil for growing vines, including the Chasselas "Merveille des Roches". In Vaud, Chasselas wines often bear the name of the place they come from – hence the "AIGLE" in large letters on the label of this particular white. Wine-lovers then know at a glance exactly which exquisite creation they have in front of them.





BEER ART

Abstract visions – painted in beer

Beer is much more than just a popular beverage. The multi-award-winning German artist Willi Mayerhofer has repurposed this alcoholic brew as a painting medium, using it to produce numerous works of “beer art”. These pictures are now going on display for the first time in an exhibition entitled “BIERabstrakt”, which is being held at the German Hop Museum in Wolnzach from 18 November 2016 to 15 February 2017.

Naturally cloudy “Kellerbiers”, dark wheat beers, stouts, bocks and organic varieties: for ale connoisseurs, these terms will sound very familiar – less so for art lovers, however. Yet that could be about to change, as German painter and graphic artist Willi Mayerhofer has been experimenting with using beer as a painting medium and has been impressed by the rich palette of warm brown tones he has been able to create – from red-tinged sepia and amber shades to terracotta.

No wonder Mayerhofer’s studio is full of open beer bottles. With an impish grin, the artist admits that he enjoys the occasional sip of his “paints” too. That may also be the reason why Bavarian beers are what this born-and-bred Bavarian tends to prefer – both as an artistic medium and to quench his thirst from time to time. According to his philosophy, what works on canvas is also good for the mind, stomach

and soul. Having said that, Mayerhofer does not actually use canvas for his beer paintings: after several experiments, he found that it was not absorbent enough. Handmade paper or unprinted cardboard of the kind used for beer mats are much better suited to his purposes. They absorb the “paint”, making it possible to produce darker patches of colour by applying several layers of beer.

Not just a drunken idea

Willi Mayerhofer has made a name for himself as an abstract expressionist far beyond Germany’s borders thanks to his great skill in using colour, playing with light and shade, and expressing his thoughts and feelings through acrylic on canvas. He follows a similar abstract approach when it comes to painting with beer, yet in spite of this – or perhaps because of it – his beer pictures appear, in the eyes of the beholder, to form harmonious landscapes. “I repeat each brushstroke until I



reach a moment of perfect harmony that I'm satisfied with. I'm always on the hunt for the unusual, tracking it down and pursuing it relentlessly, sometimes filled with doubt but never giving up," says the artist, explaining his creative process. Art critics have labelled him "a poet among abstract artists" or found his work reminiscent of the imagery created by the German painter Caspar David Friedrich (1775–1840).

Seeing and experiencing Mayerhofer's work

In addition to the "BIERabstrakt" show at the German Hop Museum in Wolnzach (18 November 2016 to 15 February 2017), there are also permanent exhibitions featuring ex-

pressionist pieces by this unconventional artist in Mallorca (Spain), Passau, Munich (both in Germany) and Les Issambres (France). Details can be found at: www.willi-mayerhofer.com.

Profile of the artist

Willi Mayerhofer was born in Kösching, Germany, in 1951 and studied graphic art and painting in Munich. He set up an advertising agency in the German city of Ingolstadt in 1976 and in 1993 he moved to a studio in Les Issambres in southern France. Since 2001, he has been living and working all over Europe as a freelance painter, gaining an international reputation through exhibitions in Frankfurt, Munich, Vienna, Milan, Monaco, Nice, Mallorca and Barcelona.



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