



**PRESS RELEASE**

## **Cold you can see!**

**Coors Brewers are reaffirming their position as the authority on cold beer, with another first in the mainstream lager market! As of June, Carling will be introducing pioneering thermochromic technology to all bottles and cans, creating a new dimension to cold – cold you can see!**

Whilst thermochromic labelling has been used on Coors and Grolsch for some time, Coors faced a major challenge in developing the technology for use on steel cans. **Tom Feinson, Customer Marketing Director for Carling** explains:

“Until now, thermochromic was only available on aluminium cans – however, we’ve persevered with this and pioneered a new ink that will turn blue when your Carling is cold enough to drink.

“We are adding value back into the category. Consumers measure value by quality and the key quality signal for lager is coldness. Our research shows that 86% of consumers think it’s important to drink cold beer\* and that they are prepared to pay for it.

“With thermochromic, we are rewriting the rules of cold! No longer are the measurements of cold touch and taste alone - we’re absolutely thrilled to be introducing the technology that allows you to tell when your Carling is perfectly cold to drink on sight alone!

“‘Cold you can see’ adds value to the consumer by enabling them to quickly identify which beer is ready to drink – avoiding having to drink or give a mate a warm beer.”

So, how does thermochromic work? Carling’s new bottles and cans feature an indicator that shows when your beer is cold enough to drink. The can has a blue flash along the top, informing consumers of the ‘cold you can see’ indicator and lower down is the indicator itself - a picture of a can, which turns blue when cold enough to drink. The bottle has an indicator on the neck label – a mini bottle turns blue, when the beer is cold. The outer packaging prominently features ‘cold you can see’ informing drinkers of the technology at point of purchase, whilst also ensuring great shelf standout.

To help customers maximise the value of Carling thermochromic, a £1 million high-profile 'cold you can see' poster campaign will commence in July and full POP kits are available.

-Ends-

\* Independent research Illuma 2005

Photographs:

1. Carling can with indicator
2. POP kit imagery
3. Bottle packaging