ANN ARBOR, Mich., June 9, 2014 – For dog owners who love to spoil their canines, Bowser Beer from 3 Busy Dogs, Seattle, Wash., has emerged as a popular pet product that has enjoyed strong national growth. Sales for the fun and healthy drink alternative - packaged in lightweight, shatter-resistant 12oz polyethylene terephthalate (PET) bottles from Amcor Rigid Plastics - have tripled in the last three years.

The explosive growth for the non-carbonated, non-alcoholic drink, created by founder Jenny Brown in 2008, mirrors the strong demand for pet products across the U.S. “The product just resonates with beer drinkers and dog lovers who do almost everything with their dogs,” said Brown, a dog-loving entrepreneur who started her business first making healthy dog pretzels. “People take their dogs everywhere and do everything with them and they want to treat them and include them in their life.”

Indeed, pet owners today consider their pet a member of the family and like they do for other family members, owners have become more concerned about the health and well-being of their pets. The growing bond between humans and animals and the heightened concern about pet health continues to drive the market for pet food and other novelty items like Bowser Beer.

Bowser Beer is an all-natural chicken or beef broth drink made from scratch in the U.S., according to Brown. It also contains malt barley (B vitamins) and glucosamine for joint health. The dog beverage doesn’t contain hops which can be toxic to dogs. Dogs enjoy the taste and flavor of the all-natural drink and dog owners love the convenience and portability of the plastic bottles, says Brown. For active dogs and families on the go, Bowser Beer in PET bottles can be enjoyed at outdoor venues and stored in a
backpack. For smaller dogs who don’t consume the entire bottle, owners like the option of reclosing the single-serve bottle and saving the rest for later.

The amber PET container mimics the iconic shape and color of standard beer bottles. They are one-sixth the weight of glass bottles, unbreakable, less wasteful, and recyclable, according to Kerry Drewry, sales manager for spirits, wine, and beer for Amcor Rigid Plastics.

Brown herself is actively involved in charity events, service dog activities, and dog shelter events. Most recently, she provided Bowser Beer for search and rescue dogs who worked during a recovery effort following a disastrous mudslide in Washington. In the single-serve size, unbreakable and portable PET bottles provide an entrée into such venues that do not allow glass because of the potential for breakage and other security requirements.

For birthdays, parties, special occasions, and local events such as fundraisers, Brown offers an added fun element - custom labels which enable owners to showcase their dog on the label with their own custom brew name. Bowser Beer six-packs are shipped nationally and sold in the Northwest at retail establishments such as pet stores, restaurants, package stores, bars, and yogurt shops.

Amcor’s stock PET line for beer is also available with the KHS Plasmax® Silicon Oxide (SiOx) barrier coating which seals the container from the inside to protect the contents from oxidation. Plasmax® is an FDA-compliant, enhanced passive barrier for oxygen-sensitive products. This ultrathin (less than 100 nm) material is transparent and recycle-friendly. In addition to 12oz PET containers, Amcor’s stock PET packages for beer are available in 375ml and 16oz sizes in various styles and colors.

#        #        #

About Bowser Beer

3 Busy Dogs™, founded by Jenny Brown in Seattle, Wash., created and commercialized Bowser Beer™ and Bowser Bits™ in late 2007. From the beginning, Brown was committed to using 100% U.S.-made, all-natural ingredients. Her idea was called crazy and bizarre but the popularity of a beer for dogs speaks to the incredible emotional bond that exists between people and their pets.

From farmers markets to pet expos, Brown started to offer her new Beefy Brown Ale and later Cock-a-Doodle Brew and dogs began lapping it up. When custom labels were added, dogs became instant celebrities in their pack. Starting in pet shops, Bowser Beer has found its way to beer stores, breweries, and wine shops, as well as pet-related businesses. The three original Busy Dogs were Chewy, a Golden Retriever; Casey, a Westie; and a Rottie named Dax. They can be seen on the company logo. 3 Busy Dogs continues to help support rescue and service dog organizations in different ways. Exclusive custom labels give people the opportunity to purchase Bowser Beer and support a great cause. For more information, visit www.bowserbeer.com.

About Amcor

Amcor Rigid Plastics is among the world’s largest manufacturers of plastic packaging for the food, beverage, spirits, personal/home care, and healthcare industries with 60 facilities in 13 countries. Amcor Limited is a global leader in responsible packaging solutions, employing more than 27,000 people
worldwide, operating in over 40 countries across 180+ sites. Amcor supplies a broad range of plastic (rigid and flexible), fibre, metal, and glass packaging solutions to enhance the products consumers use in everyday life. Amcor also provides packaging-related services that help customers succeed through collaboration and innovation driven by art and science. Amcor is headquartered in Melbourne, Australia, and is listed on the Australian Securities Exchange. For more information, visit www.amcor.com.