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Upslope Brewing Launches "Imperial" Brew In Ball's Royal Pint

BROOMFIELD, Colo., June 4, 2013 /PRNewswire/ -- Boulder, Colo.-based Upslope Brewing Company has partnered with can maker Ball Corporation (NYSE: BLL) to offer Upslope's new, bold flavored Imperial India Pale Ale (IPA) in Ball's Royal Pint (568-mL or 19.2-oz.) aluminum can. Upslope launched the new Imperial IPA this week in all regions where Upslope is distributed.

(Photo: https://photos.prnewswire.com/prnh/20130604/LA24870)

"The distinct 568-mL can, is the perfect package for Upslope's new Imperial India Pale Ale," said Matt Cutter, founder of Upslope Brewing Company. "At 90 IBUs and over 10 percent ABV, our Imperial IPA has huge flavor and sharing the Imperial IPA with two 10-oz. pours is appropriate when serving this beer."

The new Royal Pint features unique black and purple graphics that evoke the bold flavors of the distinctive Imperial IPA. Ball is the only can manufacturer that produces the unique Royal Pint in North America. The unique package is approximately the height of a 24-oz. can and the diameter of a 16-oz. can. Upslope is one of two pioneering breweries currently offering their beer in the Royal Pint.

"Distinctive packaging is an essential brand building tool, and the 568-mL can offers our North American customers a way to differentiate their brands," said Robert M. Miles, senior vice president, sales, for Ball's metal beverage packaging division, Americas. "Innovative craft brewers like Upslope also recognize the can's ability to block out light and oxygen, ensuring their beer is better tasting and fresher when their consumers experience it."

Boulder, Colo.- based, Upslope Brewing Company was founded in 2008 and creates hand-crafted beers that complement active, outdoor lifestyles with the pioneering spirit of Colorado. Upslope crafts beer with conscience by recapturing the water used in the brewing process, utilizing three-phase electricity and delivering our lightweight cans in a natural gas-powered van, among other sustainable practices to minimize environmental impact.

Ball Corporation is a supplier of high quality packaging for beverage, food and household products customers, and of aerospace and other technologies and services, primarily for the U.S. government. Ball Corporation and its subsidiaries employ approximately 15,000 people worldwide and reported 2012 sales of more than $8.7 billion. For the latest Ball news and for other company information, please visit http://www.ball.com.

Forward-Looking Statements

This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates" and similar expressions are intended to identify forward-looking statements. Such statements are subject to risks and uncertainties which could cause actual results to differ materially from those expressed or implied. The company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Key risks and uncertainties are summarized in filings with the Securities and Exchange Commission, including Exhibit 99 in our Form 10-K, which are available on our website and at www.sec.gov. Factors that might affect our packaging segments include fluctuation in product demand and preferences; availability and cost of raw materials; competitive packaging availability, pricing and substitution; changes in climate and weather; crop yields; competitive activity; failure to achieve anticipated productivity improvements or production cost reductions; mandatory deposit or other restrictive packaging laws; changes in major customer or supplier contracts or loss of a major customer or supplier; political instability and sanctions; and changes in foreign exchange rates or tax rates. Factors that might affect our aerospace segment include: funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts. Factors that might affect the company as a whole include those listed plus: accounting changes; changes in senior management; the recent global recession and its effects on liquidity, credit risk, asset values and the economy; successful or unsuccessful acquisitions and divestitures; regulatory action or laws including tax, environmental, health and workplace safety, including U.S. FDA and other actions affecting products filled in our containers, or chemicals or substances used in raw materials or in the manufacturing process; governmental investigations; technological developments and innovations; goodwill impairment; antitrust, patent and other litigation; strikes; labor cost changes; rates of return projected and earned on assets of the company's defined benefit retirement plans; pension changes; uncertainties surrounding the U.S. government budget and debt limit; reduced cash flow; ability to achieve cost-out initiatives; interest rates affecting our debt; and changes to unaudited results due to statutory audits or other effects.

SOURCE Ball Corporation