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Hilton Head Brewing Company Debuts in Cans with Certified High-Recycled Content Novelis evercan™

Brews now available on store shelves, using light weight, sustainable packaging

ATLANTA and HILTON HEAD ISLAND, S.C., June 23, 2015 /PRNewswire/ --[Novelis](#), the world leader in aluminum rolling and recycling, and [Hilton Head Brewing Company](#) today announced the launch of Hilton Head Brewing Company beer in aluminum cans, made from Novelis [evercan™](#) – the world's first and only certified high-recycled content aluminum can sheet.

"Our customers have grown to love our beer on tap, and we're very excited to make it available on store shelves in cans made with evercan – the most sustainable option on the market," said John Rybicki, owner and brewer, Hilton Head Brewing Company. "By being in aluminum cans, fans of Hilton Head brews can now take them almost anywhere, thanks to their light weight, resistance to breakage and light penetration and infinite recyclability, and all with a smaller carbon footprint, thanks to evercan."

Novelis evercan is made almost entirely out of recycled beverage cans and contains a minimum 90 percent certified recycled content. Introduced in 2014, Novelis' evercan has also been adopted as the material of choice by [Red Hare Brewing Company](#), [Red Brick Brewing Company](#), [Southbound Brewing Company](#) and [Second Self Beer Company](#) and is available to beverage companies globally.

"Consumers are not only demanding better beer and better packaging, but also more sustainable practices from the brands they love," said Bruce Maclane, Director, evercan Craft Brew Sales, Novelis. "With evercan, we're able to help brewers deliver on all counts, particularly when it comes to sustainability. We're recycling aluminum cans back into new cans in as little as 60 days, and with evercan, we're ensuring it has the highest recycled content on the market."

Recycling aluminum requires 95 percent less energy and produces 95 percent fewer greenhouse gas (GHG) emissions than manufacturing primary aluminum, making evercan a true low-carbon packaging alternative. Novelis facilities in North America, Europe, South America and Asia are certified to produce evercan by [SCS Global Services](#), a leader in environmental certification and auditing.

Further proving its commitment to sustainable brewing and packaging, Hilton Head Brewing Company also became the latest U.S. craft brewer to sign the [Brewery Climate Declaration](#), a declaration created by leading sustainability non-profit [Ceres](#), mobilizing leaders in business and industry to show their commitment to creating a more sustainable world.

Signatories of the Climate Declaration are taking action to reduce greenhouse gas emissions (GHGs), use less energy, choose clean energy sources and invest in new technologies in an effort to help combat climate change. Novelis also signed the Climate Declaration, committing to cut its GHG emissions in half through recycling used aluminum.

About Novelis

Novelis Inc. is the global leader in aluminum rolled products and the world's largest recycler of aluminum. The company operates in 11 countries, has approximately 11,500 employees and reported \$11.1 billion in revenue for its 2015 fiscal year. Novelis supplies premium aluminum sheet and foil products to transportation, packaging, construction, industrial and consumer electronics markets throughout North America, Europe, Asia and South America. The company is a subsidiary of Hindalco Industries Limited, part of the Aditya Birla Group, a multinational conglomerate based in Mumbai, India. For more information, visit novelis.com and follow us on Facebook at facebook.com/NovelisInc and Twitter at twitter.com/Novelis.

About Hilton Head Brewing Company

Opened in 1994 as South Carolina's first microbrewery and restaurant, Hilton Head Brewing Company has become a craft beer icon in South Carolina's Lowcountry. In 2014, Hilton Head Brewing expanded to open a full production facility and tasting room that is now a must-stop for craft beer fans visiting the island. The tasting room offers rotating seasonal and flagship brews on twelve tap heads year round. Hilton Head Brewing serves Hilton Head Island, South Carolina and surrounding markets. For more information, visit hhbrewingco.com and follow us Twitter at twitter.com/hhbrewingco and on Facebook.

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