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New Age Beverage Introduces the "Just Pure Water" Brand in 24-Ounce Cans From Ball Corporation

WESTMINSTER, Colo., July 14, 2011 /PRNewswire/ -- When thirsty Denver and Phoenix area residents reach for a cold, refreshing beverage, they have a new, all-natural choice – Just Pure Water, a noncarbonated, all-natural water from the same Denver-based company that has delighted health-conscious consumers with XINGtea.

(Photo: https://photos.prnewswire.com/prnh/20110714/LA35664)

New Age Beverage distribution company has launched Just Pure Water, an unsweetened, zero-calorie purified water infused with the natural essences of three popular flavors: lemon-lime, orange or berry. Just Pure Water contains no preservatives.

The uniqueness of Just Pure Water is not only its natural, crisp taste but also its packaging of noncarbonated water in cans from Broomfield, Colo.-based Ball Corporation. The can is the most recycled beverage container in North America, and Ball's cans contain an average of 68 percent post-consumer content and are 100 percent recyclable. The uniqueness of Ball's 24-ounce cans enhances Just Pure Water's shelf impact and offers consumers a quick-chilling, lightweight package.

"Packaging our Just Pure Water in aluminum cans was the natural solution for our company," said Scott LeBon, president and CEO of New Age Beverage. "Selecting the purest of natural ingredients for Just Pure Water and then offering it in recyclable aluminum cans combine the best that Mother Nature can offer in a package that is environmentally friendly and convenient. We are proud to have Sprouts as our first natural market chain to be selling Just Pure Water in Colorado and Arizona."

Retailers interested in offering Just Pure Water to customers should e-mailTom LeBon at New Age Beverage at tlebon@newagebev.us. Consumers can check out Just Pure Water on Facebook.

Each Just Pure Water flavor features a sustainability fact about cans:

Berry flavor

Why water in a can?

Total average recycled content in aluminum cans made in the U.S. is 68 percent – the highest of any beverage container.

Lemon Lime flavor

Why water in a can?

The energy saved by recycling just one aluminum can will power a TV for 3 hours.

Orange flavor

Why water in a can?

It takes as few as 60 days to turn empty cans in the recycling bin into new cans on retailers' shelves.

Why choose cans for premium beverages like Just Pure Water?

- Cans deliver brand messages. By using their entire surface for eye-catching color designs, cans require no label and can provide features such as reclosability and thermographic inks that tell consumers when the product inside is at the perfect temperature to drink.
- Cans are a sustainability success story.Cans are the most recycled beverage container in North America, and making cans from recycled aluminum saves 95 percent of the energy required to make aluminum from virgin materials.
- Cans are good for beverages. Ball's cans are impenetrable to light and oxygen, and cans chill faster than other packages.
- Cans have superior portability. Cans are better-accepted in most environments because they don't shatter, and their durability ensures they can travel to even remote locations.
- Many craft beer brands have been successfully expanding into cans, proving that consumers accept cans as a premium package and view cans as a better package for the environment vs. glass.

About New Age Beverage

Brothers Scott and Tom LeBon own New Age Beverage, and are focused on the development, marketing and distribution of premium and alternative beverages using all natural ingredients. The company is known for making its own diverse line of products like Aspen Pure Water, XINGtea (an all natural line of teas now selling in 47 states and offered in a 23.5-oz can) and now Just Pure Water. For more information about XINGtea or Aspen Pure, visit www.xingicedtea.com or www.aspenpure.com

About Ball Corporation

Ball Corporation (NYSE: BLL), the largest beverage can manufacturing company in the world, supplies high-quality metal packaging for beverage, food and household products to customers in more than a dozen countries. Ball Corporation and its subsidiaries employ more than 14,500 people worldwide and reported 2010 sales of more than $7.6 billion. For the latest Ball news and for other company information, please visit http://www.ball.com or

visit www.BallcansRule.com for more reasons why cans are the perfect package for beverages.

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 99.2 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; 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; reduced cash flow; interest rates affecting our debt; and changes to unaudited results due to statutory audits or other effects.

SOURCE Ball Corporation