April 12, 2017

The Ball Widget Can: When the Experience Matters

Ball to Feature Widget at Craft Brewers Conference April 10-13

BROOMFIELD, Colo., April 12, 2017 /PRNewswire/ -- The point of combining beer and nitrogen is to deliver to beer-loving consumers a foamy, satisfying experience that delights the nose, eyes and ears as well as the palate. And the Ball Widget Can is the only way to ensure a nitro experience straight from the can – Ball's Widget Can provides a bigger head, a longer cascade and a smoother and creamier mouth feel that other nitrogen-dosed alternatives can't deliver.

"A widget is the only way to deliver the full nitro experience out of the can – no hard pour required," said Melanie Virreira, marketing director for Ball. "Unlike cans that simply nitrogen dose the headspace, which quickly evaporates once opening, the Ball widget holds the nitrogen in a small, top-hat shaped device that sits at the bottom of the can. When the can is opened, that nitrogen is released, unleashing tiny nitrogen bubbles through the entire beer creating an unmistakable widget nitro experience.

"The Ball Widget Can more effectively and evenly nitrogenates beer, and creates a larger foam head that lasts twice as long as disappointing non-widget can alternatives," Virreira continues. "If you're going to offer the nitrogen experience to your customers from a can, why make them pour it out? The Ball Widget Can delivers a satisfying experience that beer fans love and remember regardless of how they drink it."

Ball's nitrogen Widget Can benefits from the company's strong support of craft brewers across the country and its more than 137 years of packaging experience. The Widget Can has already proven successful in Europe, and now Ball is making and supplying its widgets in North America to craft brewers who want to provide their customers with the best nitrogen can experience available.

Here's how the Ball Widget Can works (while it's hard to make, we make it simple to buy and use):

- The widget device sits at the bottom of the can and is charged with nitrogen during filling – Ball will send you the widget-installed can, ready to fill.
- When the can is opened, the change in pressure discharges micro-nitrogen bubbles through the entire beer giving it that creamy texture and a unique head available only from nitro taps – until now.

When more than 95 percent of beer drinkers enjoy beers on nitro, why not provide that experience beyond the bar stool? The Ball Widget Can is the perfect can for a craft brewer looking to package an authentic, malt forward beer like a stout or porter.

Want to learn more about the Ball nitrogen Widget Can? Come see us at the Craft Brewers Conference (booth 2400) in Washington, D.C.; send an email to aluminumcansales@ball.com; or check out whywidget.com. Ball 12- and 16-ounce widgets are available now!

About Ball Corporation
Ball Corporation supplies innovative, sustainable packaging solutions for beverage, food and household products customers, as well as aerospace and other technologies and services primarily for the U.S. government. Ball Corporation and its subsidiaries employ 18,450 people worldwide and reported 2016 net sales of $9.1 billion. For more information, visit www.ball.com, or connect with us on Facebook or Twitter.

Forward-Looking Statements
This release contains "forward-looking" statements concerning future events and financial performance. Words such as "expects," "anticipates," "estimates," "believes," "targets," "likely" and similar expressions typically identify forward-looking statements, which are generally any statements other than statements of historical fact. Such statements are based on current expectations or views of the future and are subject to risks and uncertainties, which could cause actual results or events to differ materially from those expressed or implied. You should therefore not place undue reliance upon any forward-looking statements and any of such statements should be read in conjunction with, and, qualified in their entirety by, the cautionary statements referenced below. 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 factors, risks and uncertainties that could cause actual outcomes and results to be different 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. Additional factors that might affect: a) our packaging segments include product demand fluctuations; availability/cost of raw materials; competitive packaging, pricing and substitution; changes in climate and weather; competitive activity; failure to achieve synergies, productivity improvements or cost reductions; mandatory deposit or other restrictive packaging laws; customer and supplier consolidation, power and supply chain influence; changes in major customer or supplier contracts or a loss of a major customer or supplier; political instability and sanctions; currency controls; and changes in foreign exchange or tax rates; b) our aerospace segment include funding, authorization, availability and returns of government and commercial contracts; and delays, extensions and technical uncertainties affecting segment contracts; c) the company as a whole include those listed plus: changes in senior management; regulatory action or issues including tax, environmental, health and workplace safety, including U.S. FDA and other actions or public concerns affecting products filled in our containers, or chemicals or substances used in raw materials or in the manufacturing process; technological developments and innovations; litigation; strikes; labor cost changes; rates of return on assets of the company's defined benefit retirement plans; pension changes; uncertainties surrounding geopolitical events and governmental policies both in the U.S. and in other countries, including the U.S. government elections, budget, sequestration and debt limit; reduced cash flow; ability to achieve cost-out initiatives and synergies; interest

rates affecting our debt; and successful or unsuccessful acquisitions and divestitures, including with respect to the Rexam PLC acquisition and its integration, or the associated divestiture; the effect of the acquisition or the divestiture on our business relationships, operating results and business generally.



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