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Second Self Beer Company Moves into Cans with High-Recycled Content Novelis evercan™

Brewery now offers flavorful beers in portable, sustainable package, great for outdoor use

ATLANTA, April 28, 2015 /PRNewswire/ -- [Novelis](#), the world leader in aluminum rolling and recycling, and Atlanta brewery Second Self Beer Company today announced the launch of Second Self beer in aluminum cans, made from Novelis [evercan™](#) – the world's first and only certified high-recycled content aluminum can sheet. The news was announced today in Savannah, Georgia, during the International Society of Beverage Technologists' annual meeting, [BevTech 2015](#), just in time for summer vacation and festival season.

"At Second Self we spend a lot of time perfecting the flavor profile of every beer we make, from how it first hits the pallet to what foods it pairs well with," said Jason Santamaria, Beer Architect, Second Self Beer Company. "Now that the warm weather is here, we want consumers to be able to enjoy these same flavors outdoors—on the beach, by the grill or at their favorite festivals. That's why we decided to go with evercan. There's no better way to package our beer than in the best portable, protective packaging with the smallest environmental footprint."

Second Self's year-round flagship brews, Thai Wheat and Red Hop Rye, are now available in evercan aluminum cans and found on store shelves throughout Georgia. Second Self cans are great for outdoor activities due to their light weight, resistance to breakage and light penetration and infinite recyclability.

"Consumers are beginning to demand more from their beer," said Bruce Maclane, Director, evercan Craft Brew Sales, Novelis. "They don't just want great taste, but also easy portability and now, sustainability. From solar panels to bicycle co-ops, craft brewers are finding new ways to connect with their customer base, and evercan is one of them. Made almost entirely out of used beverage cans, and able to be recycled again and again forever, it's a portable packaging people can get behind."

Novelis evercan 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](#) and [Southbound Brewing Company](#) and is available to beverage companies globally. 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.

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.

Further proving its commitment to sustainable brewing and packaging, Second Self 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. Other signatories of the Climate Declaration include evercan users Red Brick, Red Hare and Southbound brewing companies, as well as Novelis, which has committed to cutting its GHG emissions in half by 2020 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 10,900 employees and reported revenue of approximately \$10 billion for its 2014 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 Second Self Beer Company

Founders Jason Santamaria and Chris Doyle started Second Self as a home brewing experiment nine years ago, and the highly anticipated beers were released in fall 2014. The two met in college at Georgia Tech and bonded over a shared passion for good beer. Chris went on to work at Atlanta's Sweetwater Brewery and earned his certificate from the American Brewers Guild Craft Brewers Apprenticeship program. Jason has a background in food and business. Second Self's beers are brewed with fresh ingredients like blue ginger and lemongrass (not dried ingredients or extracts) and are designed to be paired with food. The brews are available at bars, restaurants, and shops throughout Georgia. Second Self's brewery is located at 1311 Logan Circle NW and is open for tours and tastings on Friday evenings and Saturday afternoons. For more information, please visit secondselfbeer.com.

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/second-self-beer-company-moves-into-cans-with-high-recycled-content-novelis-evercan-300073154.html>

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