

Southbound Brewing Company Switches To Low-Carbon, Novelis Evercan™ Packaging

Craft brewers encourage industry, peers to "can responsibly"

ATLANTA and SAVANNAH, Ga., April 14, 2015 /PRNewswire/ -- Novelis, the world leader in aluminum rolling and recycling, and Southbound Brewing Company, Savannah's first production microbrewery, today announced Southbound is the latest craft brewery to offer its 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 at the 2015 Craft Brewers Conference and BrewExpo America® in Portland, Oregon.

"We founded Southbound to bring the innovation and excitement of the American craft beer revolution to Savannah and the Southeast," said Carly Wiggins, Director, Marketing and Sales, Southbound Brewing Company and Membership Chair of the Georgia Craft Brewer's Guild. "When we learned about evercan, the industry's only low-carbon, certified high-recycled content packaging, we knew we had to make the switch – for the sustainability of our brewery and our local community. It was the right thing to do."

Southbound will now can its year-round brews, Hop'lin IPA and Scattered Sun Belgian Wit, in evercan. Both brews will be available in evercan on store shelves in Georgia, South Carolina and Florida, starting this week, and are on display at the BrewExpo Booth #2174.

Craft breweries are the new leaders and innovators in the beverage industry, and their double-digit market growth shows that their unique approach and deep connection with consumers is working," said Bruce Maclane, Director, evercan Craft Brew Sales, Novelis. "Southbound is one of those leaders, and its customers are responding positively not only to its beer, but also to its brand and what it stands for."

As part of the brewery's commitment to sustainable innovation, Southbound is one of nearly 50 craft breweries across the country that have signed 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. Also a signatory of the Climate Declaration, Novelis has committed to cutting its GHG emissions in half by 2020 through recycling.

Novelis evercan is made by recycling used beverage cans and contains a minimum 90 percent certified recycled content. Recycling aluminum requires 95 percent less energy and produces 95 percent fewer GHG emissions than manufacturing primary aluminum, making evercan a true low-carbon packaging alternative.

Introduced in 2014, Novelis' evercan has also been adopted as the material of choice by [Red Hare Brewing Company](#) and [Red Brick 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.

Aluminum cans are infinitely recyclable, durable, easily transportable, chill more quickly and keep beer fresher longer by eliminating light exposure. They are also recycled more often than any other type of beverage container. Novelis evercan takes the sustainability of the aluminum can to the next level, guaranteeing that every evercan is made almost entirely out of used beverage cans and can be recycled again and again, infinitely.

About Novelis

Novelis is the global leader in aluminum rolled products and the world's largest recycler of aluminum, serving transportation, packaging, construction, industrial and consumer electronics markets worldwide. The company operates in 11 countries, employs nearly 11,000 people and reported revenue of \$9.8 billion for its 2014 fiscal year. Novelis is committed to reducing its dependence on natural resources and aims to source 80 percent of its aluminum from recycled material by 2020. Through its recycling leadership and the advancement of light-weighting technologies, Novelis is driving more sustainable products for society. For more information, visit novelis.com and follow us at facebook.com/NovelisInc and twitter.com/Novelis.

About Southbound Brewing Company

Southbound Brewing Company is the first production microbrewery located in Savannah, Georgia. Southbound launched its first brew in the state in mid May 2013 and aspires to become the most innovating and exciting brewery yet. By bringing the American beer revolution to Savannah's back door, Savannah Brewing Company caters to the tastes of the South by tantalizing taste buds and keeping things interesting. For more information, visit southboundbrewingco.com.

SOURCE Novelis

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