



Media Release, November 2011

**BRASS Beer in PET; Another step closer to solving Australia's glassing attack crisis**

In light of the recent increase in alcohol-fuelled glassing attacks across Australia, pubs and nightclubs are in conflict with licensing about the use of glass and glass bottles when serving alcohol. Landing on Australian shores this month, BRASS Belgium Beer offers a solution – Polyethylene terephthalate (PET) bottles. Already commonly used in Europe, PET bottles are both lightweight and fracture or smash resistant, thus appropriate for use at picnics, concerts, sports, outdoor events, pubs and nightclubs where traditional glass packaging poses safety risks.

'Glassing' refers to a violent assault where a glass or glass bottle is the weapon of choice. These incidents usually occur in pubs and nightclubs. Common injuries resulting from glassing attacks include heavy blood loss, permanent scarring, disfigurement and loss of sight through eye injury. A prime example is the 27 year old man who permanently lost the vision in his right eye after being hit in the face with a glass during an altercation in a popular Brisbane hotel in 2009<sup>1</sup>.

Currently in NSW, venues classed as level 1 or 2 (12 or more violent incidents in a year) are required to stop serving drinks in glass or breakable containers after midnight<sup>2</sup>. Despite this, according to the Bureau of Crime Statistics and Research, in 2010 there were 955 incidents where a glass or glass bottle was used as weapon in NSW alone. 585 of these incidents referred to an assault not related to domestic violence<sup>3</sup>. Unacceptable to say the least, both an outraged public and struggling police force have demanded stricter laws on serving alcohol in glasses or glass bottles, many of whom believe we should be following in Europe's footsteps.

According to a report conducted by Pira International earlier this year, Central and Eastern Europe is the dominant market for PET beer bottles. The firm's study *The Future of Beer in PET Packaging - a multi-client study for brewers, brand owners, packaging converters and suppliers* has found that global PET bottle consumption will rise at a compound annual growth rate of 5.3 percent, reaching 7.7 billion bottles by 2015<sup>4</sup>.

Earlier this year, beer-giant Heineken were announced as the official beer sponsor of the London Olympics 2012. Using only PET bottles throughout the events to minimise the threat of glass packaging, this is a shining demonstration of a European country setting a leading example to the rest of the world.

Additional advantages of PET bottles include the screw caps on BRASS Beer, allowing patrons to reclose their bottle, subsequently minimising the risk of drink spiking. The bottles are also transparent so the content is clearly visible, which is an obvious advantage over aluminium beer cans. Finally, these bottles can be accurately manufactured and, like glass, the material is completely recyclable. In fact, the PET bottle manufacturing life cycle results in significantly less CO2 emissions than aluminium cans or glass bottles.

In the past, brewers, pubs and nightclubs have been reluctant to embrace PET packaged beer due to the common misconception that the taste of the beer is affected because of the packaging's permeability to gases. Recent advancements in multi-layered technologies mean this is no longer the case. BRASS Beer is available in multi-layered 330ml PET bottles with patented barrier solution ensures all its unique properties like foam, carbonation, colour, aroma, flavour and bitterness are protected to deliver a high quality Belgian Beer. In addition, the new packaging gives BRASS a nine month shelf life from production.

**For more information visit [www.brass-beer.com](http://www.brass-beer.com) or <http://www.facebook.com/brassbeer>**

**Stockists: Ph (02) 9347 2446**

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<sup>1</sup> *Man Blinded in Queensland Pub Glassing Attack*, accessible at <http://www.news.com.au/breaking-news/man-blinded-in-queensland-pub-glassing-attack/story-e6frku0-1226078605862>

<sup>2</sup> *Restrictions Reduce Violence at Pubs and Clubs*, accessible at [http://www.olgr.nsw.gov.au/pdfs/media%20releases/110525\\_declared\\_violent\\_premises.pdf](http://www.olgr.nsw.gov.au/pdfs/media%20releases/110525_declared_violent_premises.pdf)

<sup>3</sup> *Recent Trends in Glassing Offences 2011*, accessible at [http://www.bocsar.nsw.gov.au/lawlink/bocsar/ll\\_bocsar.nsf/pages/bocsar\\_pub\\_utoz#weapons](http://www.bocsar.nsw.gov.au/lawlink/bocsar/ll_bocsar.nsf/pages/bocsar_pub_utoz#weapons)

<sup>4</sup> *The Future of Beer in PET*, accessible at <http://www.pira-international.com/the-future-of-beer-in-pet.aspx>

**About BRASS Beer:**

Recently launched in Australia, BRASS Beer is an authentic, fully-imported Belgian Lager and Pilsner brewed in the heart of the famous beer region of Limberg, Belgium. BRASS is brewed using traditional methods in a brewery that has been in the same careful family hands for over 250 years, resulting in an easy-drinking beer that is light and golden in colour. BRASS is available in eco-friendly, 100% recyclable, multi-layered 330ml PET bottles with patented barrier solution developed to deliver a nine month shelf life. BRASS offers beer drinkers two options to choose from; BRASS Lager or BRASS Pilsner.