

## Tell's Cider moves to glass

Tell's Cider, only available in light PET plastic packaging, has moved to 340ml flint glass bottles with crown corks, which is 10ml more than the majority of local cider producers that pack their brands in 330ml containers.



"After a host of local and international tastings we kept meeting the same response, 'It's a superb cider but can't we buy it in glass?'" explains Rudolph du Toit, Tell's national marketing manager.

"After testing glass packaging, which is fully recyclable, with local retailers and finding them excited to stock it, we decided to make the change. Tell's will still be available in PET, but only for large events and festivals where glass is not allowed."

The new glass packs are also destined for the EU and the US. "The call from the export market to switch to glass was also a major motivator for us to make the change."

The cider will be available nationwide, packed in trays of 4x6.

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