
10.09.2019



UNIQUE COFFEE CULTURE PERFECTLY PACKED FOR ON-THE-GO

BLUESTONE LANE LAUNCHES ITS FIRST PREMIUM AUSTRALIAN ICED COFFEE FOR RETAIL IN SIG'S combismile PACKAGING

This August, Bluestone Lane announces it will release its first ready-to-drink iced coffee beverage in SIG's fully recyclable combismile packaging. The "Australian Iced Coffee" will be available in two SKUs – with Oat Milk and with Organic Milk. Crafted with Bluestone Lane's premium coffee and either Elmhurst 1925 Milked Oats or organic whole milk, Australian Iced Coffee offers a better-for-you alternative to traditional ready-to-drink coffee beverages.

Created with the millennial consumer in mind, the non-GMO drinks are resealable and shelf-stable, and complement both SIG and Bluestone Lane's commitment to responsible products. Only paper board made of pulp from FSC™-certified (Forest Stewardship Council™) and other controlled sources are used in the carton packs, each proudly displaying the FSC label.

With convenience, flavor, and nutrition in mind, Bluestone Lane's Australian Iced Coffee boasts a coffee-forward taste that blends perfectly with the nutritious milk options. The two varieties will be available in Bluestone Lane locations across the United States and Canada, as well as online. The caffeinated beverages are packed in combismile 330ml carton packs from SIG, making healthy coffee beverages available to everyone on-the-go.

Beyond Caffeine

Bluestone Lane is an Australian-influenced hospitality and lifestyle brand, known for introducing the best of Melbourne's prominent coffee culture to the United States. The growth of the brand (which now has 45 locations across seven markets) demonstrates the rising demand for an elevated experience that is readily found in Australia. Focused on enjoying coffee as an experience rather than a transaction, Bluestone Lane draws from the "Aussie" approach of providing a daily escape for locals, which also extends to its products including the newest line of ready-to-drink Australian Iced Coffee.

Differentiating packaging for a standout lifestyle product

The beverages, made with clean, simple ingredients, are packed in the combismile 330ml (11 FL OZ) carton packs from SIG. With this launch, consumers will soon be able to take the Bluestone Lane experience with them, outside of the cafe. With its slanted top, round cheeks, "smile" at the front, and grip corners, this new packaging solution emphasizes the aspect of product differentiation. Aside from the ergonomic and unique shape, it also allows for convenient consumption from the pack with a single-action closure that is leak-proof and tamper evident.

The unique characteristics of the packaging provide customers with product innovation and differentiation as part of SIG's Value Proposition. It serves as a means to bring quality food and beverage items to consumers, ensuring mutual success within partnerships.

"We're thrilled to partner with SIG to introduce our Australian Iced Coffee ready-to-drink that is unparalleled in quality, taste, and sustainability," said Nicholas Stone, founder and CEO of Bluestone Lane.

Coffee aficionados and habitual consumers alike will be able to enjoy the premium quality and taste of Bluestone Lane anywhere, anytime with the release of the new product line this summer during August 2019. Find them in Bluestone Lane locations across the country and online.

Disclaimer: combismile is currently not available in Germany, France, Great Britain, Italy, and Japan.

About Bluestone Lane

Bluestone Lane, an Australian-influenced hospitality and lifestyle brand, and one America's top 25 fastest-growing fast-casual businesses, is leading the movement in third and fourth wave coffee culture. Known for introducing the "Avocado Smash" to the United States, the brand has had an undeniable influence on the American market, and has enjoyed rapid adoption from consumers who are looking for superior coffee, an elevated experience, and healthier menu options. Bluestone Lane's award-winning coffee and café business was founded by former Melbourne, Nicholas Stone, who upon moving to New York City, discovered that there was a real opportunity to provide an enhanced coffee and café experience, rather than one focused purely on transactions and solving a need for caffeine.

Since opening its first location in July 2013, Bluestone Lane has since opened 45 locations across New York, San Francisco, Los Angeles, Washington D.C., Philadelphia, New Jersey, and Toronto, with Boston launching in October. Bluestone Lane also has a flagship coffee roastery and production facility in Brooklyn, New York. Connect at bluestonelane.com and via Instagram [@bluestonelane](https://www.instagram.com/bluestonelane).

About SIG

SIG (FSC™ trademark licence code: FSC™ C020428) is a leading systems and solutions provider for aseptic packaging. We work in partnership with our customers to bring food and beverage products to consumers around the world in a safe, sustainable and affordable way. Our unique technology and outstanding innovation capacity enable us to provide our customers with end-to-end solutions for differentiated products, smarter factories and connected packs, all to address the ever-changing needs of consumers.

Founded 1853, SIG is headquartered in Neuhausen, Switzerland. The skills and experience of our approximately 5,000 employees worldwide enable us to respond quickly and effectively to the needs of our customers in over 60 countries. In 2018, SIG produced more than 35 billion carton packs and generated €1.7 billion in revenue. For more information, visit www.sig.biz.

PICTURE CAPTION:

Bluestone Lane will launch its Australian Iced Coffee varieties packed in combismile 330ml (11 FL OZ) carton packs from SIG.

Photo: SIG

YOUR CONTACT:

Phuong Nguyen
Marketing Coordinator

Tel.: +1 (610) 546 4132
Email: phuong.nguyen@sig.biz

SIG Combibloc Inc.

Visit us on www.sig.biz or on our blog at signals.sig.biz