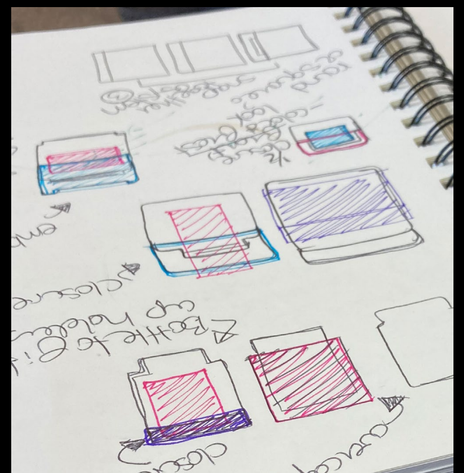


amcor









BOTTLES OF THE YEAR

Explore what's new in the world of next-generation consumer packaging with Amcor Rigid Packaging. We know how passionate you are about your products, and we're just as passionate about designing unique solutions that preserve, protect, and promote them. That's why we're widely recognized for our robust design and engineering capabilities across a range of dynamic categories, including Beverages, Spirits & Wine, Food & Dairy, Home & Personal Care, and Healthcare. And it's why so many brands trust us to bring their visions to life.

THE BOTTLES OF THE YEAR PROGRAM.

The Amcor Bottles of the Year program highlights the best in visionary and responsible packaging. This annual program illustrates how evolving consumer trends and the latest technology in PET plastic packaging are driving advancements in eye-catching designs, improved consumer experience and legally compliant and environmentally responsible packaging choices.



THE SURPRISINGLY SUSTAINABLE BENEFITS OF PET PACKAGING.

PET bottles and jars are fully recyclable, can be made from 100% recycled material, use less energy and water to produce and have a lower carbon footprint than other primary packaging options, such as glass bottles and aluminum cans. Which means these packages can be turned into new products or refilled and reused over and over again. That's why our PET packaging is the smart choice for environmentally concerned brands and consumers who want to reduce waste, reduce their carbon footprint, and embrace packaging that is better for products, people and the planet.





PACKAGING DESIGNED TO BE RECYCLED.

Consumers want packaging that is not just cost effective, convenient, easy to use and stands out on shelf, but also more sustainable compared to other primary packaging options such as glass bottles or aluminum cans. There will always be a role for packaging that preserves, protects and promotes products and brands. Our design and product development team of engineers, industrial designers, and innovators use cutting-edge technology, research, design, and testing to deliver high-quality, responsible packaging solutions that meet the needs of customers and consumers. That's how we design and develop new products from the ground up to reduce waste and eliminate barriers to consumer recycling.







WHAT THESE BOTTLES MEAN FOR THE BRANDS WE SERVE.

The Bottles of the Year program showcases how Amcor can use the latest technology to help brands reduce their environmental impact, enhance their brand image, and differentiate themselves from the competition. And it further demonstrates Amcor's leadership in delivering packaging that is functional and serves the needs of today's consumers.

MARKET DYNAMICS

THIS YEAR'S FEATURE BOTTLES WERE DESIGNED TO ALIGN WITH THE FOLLOWING CONSUMER-FOCUSED PACKAGING TRENDS.

TREND: MODERN NOSTALGIA: Vintage shapes and branding meet modern performance in a blend of emotional storytelling and responsible design. This trend sees iconic packaging styles return with improved materials, functionality, and recyclability, satisfying both sentiment and sustainability. Bottles channel heritage design while meeting today's shelf impact and circular economy goals.

THEMES: Aspiration, Authenticity, Expression, Emotion, Personalization, Freedom

TREND: PORTABLE MEETS PREMIUM: Consumers expect their products to go where they go, and this packaging trend is designed for how people move, with durable, lightweight and easy to use on-the-go formats. It's a trend that delivers premium feel and portability with no sacrifice in brand feel, product protection or environmental responsibility.

THEMES: Community, Collaboration, Belonging, Empowerment, Expression, Connection

TREND: CLEAR IS CREDIBLE: With a clean aesthetic that reflects the values behind the product, this packaging trend is simple, straightforward and free of unnecessary distractions. It emphasizes streamlined packaging that mirrors a brand's commitment to transparency and quality.

THEMES: Change, Urgency, Adaptation, Value, Identity, Transformation



THE BOTTLES



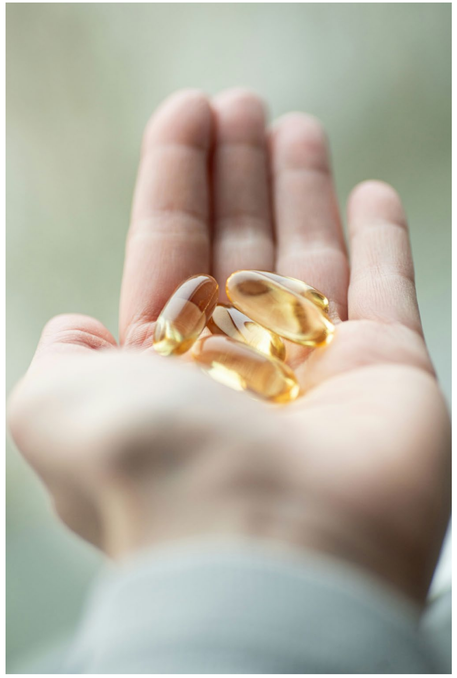






HEALTHCARE

ASPIRATION
EMOTION
EXPRESSION







HEALTHCARE

Step back in time to the welcoming atmosphere of the neighborhood apothecary, where people traditionally turned to improve their health and wellness. Today, that tradition is being reborn as consumers increasingly seek out authenticity, heritage, innovation and the feeling of self-confidence they get from balancing pharmaceuticals with holistic, homeopathic nutraceuticals.

Our family of new healthcare bottles is designed to fulfill those desires with a classic, PET bottle structure that mimics glass and evokes the shelves of a bygone general store, where the knowledgeable pharmacist could guide each customer to the perfect ingredients, vitamins or supplements. These bottles bring a sense of timeless tradition to today's empowered approach to wellness.

FEATURES:	
	Quantum™ finish allows for cork closure.
	Embossed or engraved for maximum branding opportunity to convey wellness.
	Available in amber, clear or tinted green.
	Aesthetic appeal of nostalgic design creates a shelf-forward display piece.
	Recyclable.
TRENDS: MODERN NOSTALGIA	
SUITED FOR: Precision dispensing, liquid supplements, pharmaceuticals, health drinks	





AMCOR RIGID PACKAGING
2025
BOTTLES OF THE YEAR



SPIRITS & WINE

CHANGE
IDENTITY
TRANSFORMATION













SPIRITS & WINE

Yes, creativity and responsible packaging can coexist.

Our new Spirits & Wine bottles are both visually stunning and responsible, with a groundbreaking design that blends the timeless elegance of glass with the practical benefits of our first PET-based premium RTD package. Clarity, convenience, creativity and responsibility.

The intent of this package is to express its uniqueness in a market hungry for bold flavors, daring messages and innovative thinking. The explosive popularity of RTDs have created a market where consumers are overwhelmed with choice but underwhelmed with package creativity.

These bottles evoke sophistication, with something completely new that sets them apart from the ordinary. The internal element provides unlimited design freedom- from textured shapes with engraved massages to asymmetrical, crystal-like structures. The external element provides a universally accepted cylindrical shape that acts as a vehicle to carry the stunning geometry within.

FEATURES:	
	Supports the emerging craft cocktail movement, offering an elevated consumer experience from discovery to consumption to reuse.
	Lightweight, shatterproof, portable and ideal for cocktails-to-go
	Glass-like appearance without the weight appeals to premium-conscious consumers.
	Customizable with any theme – art deco / summer / geometric / etc.
	Aesthetic uniqueness intended to inspire users to wash and reuse.
TRENDS: CLEAR IS CREDIBLE	
SUITED FOR: Premium RTD cocktails, and limited-edition craft spirits	

FOOD

AUTHENTICITY
EXPRESSION
FREEDOM













FOOD (HOT FILL) BOTTLES

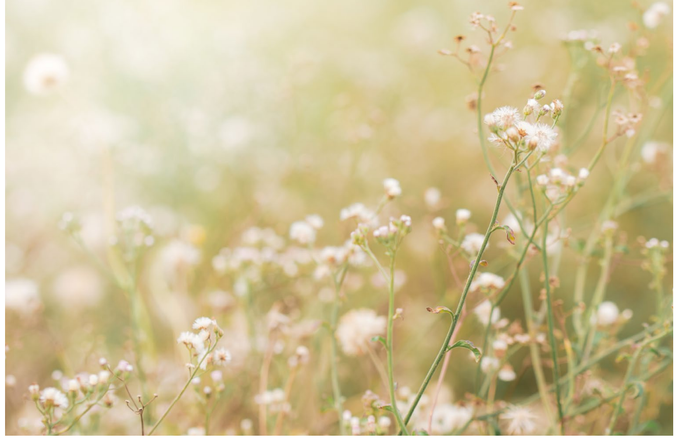
In a category where the industry in general has been slow to change, Amcor's innovative new squeeze bottles for hotfill condiments are poised to be a game changer.

Ease of function and intuitive design will delight consumers while allowing the bottle to stand upright or inverted. The organic and ergonomic shape provides a comfortable, easy-to-grip design that's optimized for a variety of sauces and condiments such as fruit spreads and applesauce. The sleek, translucent PET bottle makes it instantly recognizable on the crowded supermarket shelves, where parity has reigned. And it satisfies consumers' preference for responsible, well-designed packaging.

FEATURES:	
	Unique ergonomic design for improved grip & easier use.
	Optimized for full product use.
	Squeeze-friendly PET structure offers clarity, flexibility & durability.
	Ribless, distinctive aesthetic makes it instantly recognizable on shelves.
TRENDS: MODERN NOSTALGIA	
SUITED FOR: Fruit spreads, apple sauce, taco sauces and other hot filled sauces/spreads.	







HOME & PERSONAL CARE

ASPIRATION
EXPRESSION
PERSONALIZATION













HOME & PERSONAL CARE REFILL PODS

Luxury beauty and personal care products are all about individual choice. And today's consumers also want those products to be easy to use and less wasteful. That's where our new reusable bottle and recharge pods come in.

This luxury-grade solution redefines the way brands approach beauty and personal care packaging. With this elegant, high-end design, consumers can now "recharge" their favorite products with a simple swap of the interchangeable pods. All without compromising on style as different recharges are used. It's a seamless, customizable experience that puts the control firmly in the hands of the user. This system represents the future of premium self-care, where personal preference and sophistication go hand in hand.

FEATURES:	
	Luxury-grade reusable bottle with interchangeable recharge pods.
	Elegant high-end aesthetic, aligning with premium beauty & personal care brands.
	Allows for brand loyalty with less waste.
	Applicator wand contained in the lid.
TRENDS: MODERN NOSTALGIA	
SUITED FOR: Refillable beauty and home care products	









BEVERAGE

COMMUNITY EMPOWERMENT





BEVERAGE BOTTLES

What if a beverage bottle could deliver simplicity, style, and flexibility—all in one sleek design? That bold question inspired our team to rethink what's possible for personalized hydration.

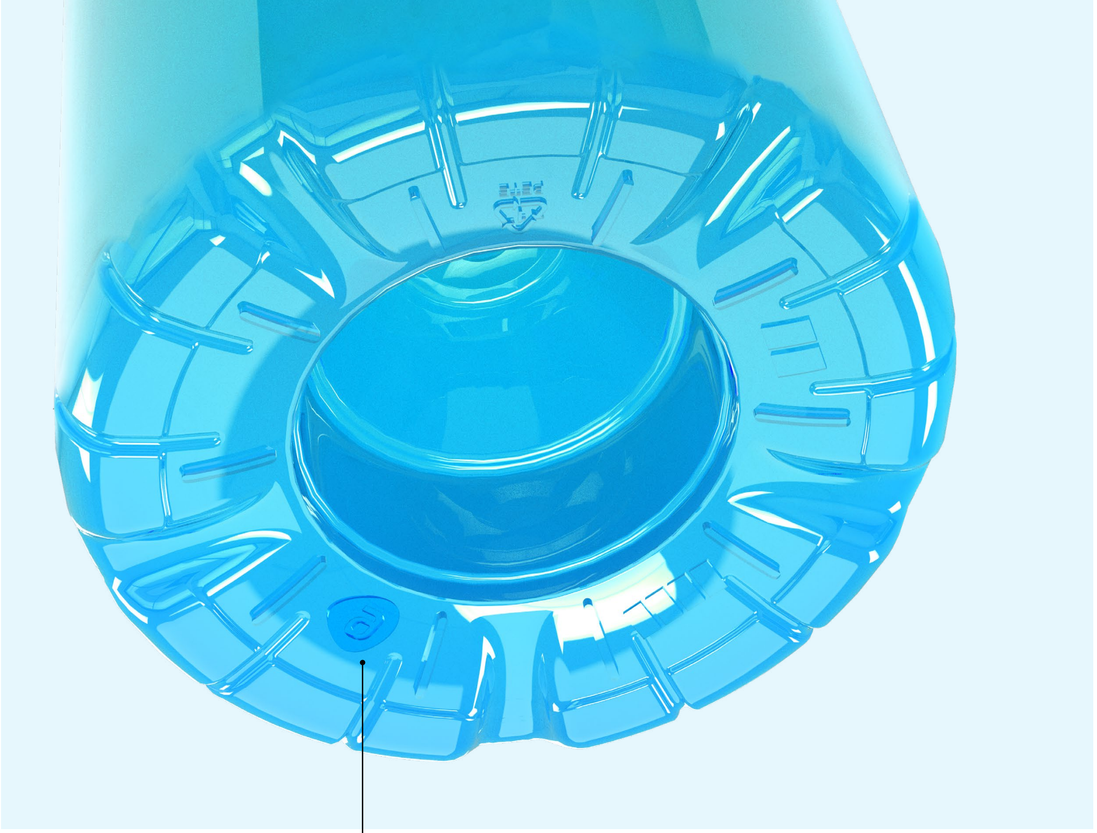
This bottle flips the script on single-use water bottles. It's a reusable solution that quenches consumer thirst for enhanced hydration – and personalization. With this ingenious design, consumers can carry their favorite electrolyte flavors with them, thanks to the convenient powder sachets that fit seamlessly into the bottle's sleek frame. And with customizable touches like interchangeable bands that let you express your unique style and a 10-pack holder that makes refilling a breeze, it's ideal for on-the-go consumption and for consumers who expect more than just a basic drinking vessel. Perfect for brands who want to tap into self-expression and lifestyle branding.

FEATURES:	
	Reusable bottle to support the popularity and variety of sachets
	Environmentally responsible with refillable powders / sachets
	10 pack holder to carry preferred sachets and encourage reuse
	Allows for personalization
TRENDS: PORTABLE MEETS PREMIUM	
SUITED FOR: Hydration and wellness-focused beverages	









LOOK FOR THE “A”

We like to sign our bottles with a small “a” to demonstrate our commitment to producing responsible packaging. The “a” stands for “Amcor,” and it is a reminder that our bottles are made with the highest quality materials and craftsmanship. They are also designed to be recycled. You can feel good about choosing products packaged in Amcor’s bottles.

The next time you see a bottle with a small “a” on the bottom remember that it’s more than just a bottle. It’s a symbol of our commitment to always making a better bottle.





UNLOCKING THE POTENTIAL OF PLASTIC PACKAGING

Amcor functions as an extension of our clients and is a trusted partner to a diversified customer base, driving innovation across a range of dynamic categories. Industry leaders across the segments we serve count on Amcor for unmatched creativity, engineering and quality to fuel brand growth through our innovative and more responsible packaging solutions. Amcor packaging is within arms reach of consumers, no matter what aisle of the store they’re shopping!

To learn more about how we can work together, please visit:

www.amcor.com/bottles-of-the-year

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