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Glowac+Harris Helps Capital Brewery Win Awards

Capital Brewery received one gold and two silver medals in packaging competition

MADISON, Wis. (March 3, 2008) – Capital Brewery earned one gold and two silver medals from the Beverage Testing Institute for its Island Wheat packaging, which was designed by Glowac, Harris, Madison, Inc., a full-service advertising, public relations and brand-consulting agency.

The gold and one silver medal given to the brewery's Island Wheat 6-pack Carrier recognized excellence in both graphic design and style; the second silver medal, for its Island Wheat 12-pack case, recognized excellence in function.

"We knew from the first taste that Island Wheat was what our customers were asking for. The label design conveys the quality of the beer and telegraphs our message; it speaks to our customers helping us sell the product and reach our goals," said Carl Nolen, President, Capital Brewery.

The awards were presented as part of the 2007 World Beer Championships Packaging Competition sponsored by the Beverage Testing Institute. The awards are intended to spotlight outstanding packaging design among beer makers worldwide. The institute received more than 200 entries from breweries around the world that were then judged by designers, beer writers, and retail and on-premise buyers. Awards were judged based on creativity, graphic design, form, style and functional innovation.

ABOUT GLOWAC, HARRIS, MADISON, INC.

Glowac, Harris, Madison, Inc. is an award-winning agency located in Madison and Chicago. The agency provides clients with a full line of strategic marketing, advertising and brand-consulting services. Glowac+Harris clients include businesses from a variety of industries including hospitality, restaurant franchises, healthcare and financial services. Together, the agency principles, Wayne Glowac and Wayne Harris, represent 55 years of community service and marketing leadership. For more insight, contact one of the Waynes at 608-232-9696, or visit www.glowacharris.com.

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