Bon Affair expands into single-serve with Rexam’s FUSION aluminum bottle

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Vice meets virtue. That's the motto of Bon Affair, the innovative beverage company behind a line of wine spritzers formulated to appeal to consumers with an active, healthy lifestyle. Bon Affair has now expanded into the single-serve market, launching its Sauvignon Blanc Wine Spritzer in Rexam's 11.2 oz. FUSION aluminum bottle.

With half the calories of regular wine, zero sugar and 6.5 percent alcohol by volume (ABV), this Bon Affair wine spritzer is made with only a blend of California Sauvignon Blanc Wine, purified sparkling water, electrolytes and grape seed extract for a crisp and refreshing taste.

Bon Affair began as a small start-up in 2013. The company gained significant momentum after founder Jayla Siciliano appeared on ABC's Shark Tank in 2014, and secured a deal with investor Mark Cuban. That partnership created a focus on expanding distribution and identified the need for a more portable packaging option.

"Whether at the pool, the beach, or on a boat with friends, our new aluminum bottle can go there with you," said Siciliano. "This convenient, single-serve option is exactly what we were looking for to open up additional distribution options for us. Rexam has delivered a great looking package that we are confident our customers are going to love as much as we do."

Bon Affair is one of the first companies in the U.S. to utilize Rexam's FUSION aluminum bottle which mixes the premium look and feel of a bottle with the functionality and inherent benefits of a can. In addition to providing portability, this package is shatterproof and lightweight to help reduce shipping costs. It also features the unique ability to re-close, due to a re-sealable twist off cap that helps keep the beverage fresh longer. Like all Rexam aluminum packaging, it is 100 percent recyclable.

"Our FUSION bottle gives Bon Affair an excellent opportunity to evolve its brand and deliver a premium drinking experience to its customers," said Claude Marbach, president, Rexam BCNA. "It is a cool, contemporary package that will stand out on store shelves and in the hands of consumers. This is the perfect solution to help the company increase its presence in grab n' go and convenience channels and ultimately grow its business."

Rexam's FUSION aluminum bottle, currently available in 11.2 oz. and 8.5 oz. sizes, is manufactured at the company's can-making plant at Ejpovice in the Czech Republic and imported to the U.S.

Bon Affair's Sauvignon Blanc Wine Spritzer in Rexam FUSION bottles is available at select retailers in Arizona, California, Nevada and Texas and online at www.bonaffair.com.

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