

Wine Business Monthly, August, 2007

The Changing Glass Market (EXCERPT)

The industry weighs in on today's changing glass market and how it is being affected by consolidation, tightened capacity and emerging markets.

Cathy Fisher

NEW OPPORTUNITIES

The current lack of available bottles rings of opportunity for anyone who is seriously interested in breaking into the wine bottle-making business. Cameron Family Glass Packaging, a family business that ran Cameron Bottling Co. for 100 years (sold to Coca-Cola in 1999), recognized that there was room for a new player. Over the last three years, the company researched the wine industry and recognized a significant need in the marketplace.

“Growth in the wine industry has outpaced supply, “ said James W. Cameron, president and CEO. “Since the two largest glass manufacturers are serving about 80 percent of the market, that leaves about 20 percent, or 40 to 50 million wine bottles that need to be produced.”

The new plant, which is planned to open by late 2008, will be located in the Port of Kalama, Washington, and will serve the Pacific Northwest. The company will work with all sized wineries and will handle all sales and distribution themselves. It will also be utilizing an electric glass furnace (using hydropower generated from the Columbia River), which will eliminate harmful emissions and also free the company from the effects of rising fossil fuel costs.