

**OPEN**  
Up to Cans

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# SPECIAL BEVERAGE INDUSTRY WEBINAR

## The Case for Cans: A Case Study in Beverage Packaging

Based on consumer research,\* this engaging, data-driven session will dive into the consumer preferences that drive beverage choices and brand loyalty. Grant Prentice of FoodMinds, LLC, will explore connections between consumer sensory experiences and beverage packaging preferences.

### What's on tap? You'll leave this session with insider insights on:

- Consumer beverage and packaging preferences and sensory data
- Data-fueled information on factors and packaging assets that influence packaging strategies
- Branding and other considerations behind the shift to aluminum beverage cans in select beverage categories



Grant Prentice is director of strategic insights with FoodMinds, LLC, a food and nutrition consulting company. Prentice specializes in strategic marketing and market research and has extensive experience in building marketing and issues management programs.



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\*Research conducted as part of Can Manufacturers Institute's "Open Up to Cans" program. See more at [smartcansolutions.com](http://smartcansolutions.com).