

Strongbow Cider
90 DBC (Australia) Pty Ltd
Suite 704, Level 7
45 Jones Street
Ultimo
NSW 2007

Ian Schlein
PO Box 357
Berri SA 5343
31 Old Sturt Highway
Berri SA 5343
ianschlein@gmail.com
www.beingabettermen.net
0414625836

30th August 2007

My guys,
Just having a 'Strongy'
in the shed, watching 'The Chase' after a bit of a
hard day: ahhh! feeling better already...

Except... who was the 'dull' that came up with
the new packaging for the 10 pack of
cans? (the bottle ones are great);
but, the cans; really...

Now I'm a man who likes his favourite beverage
(Strongbow, Lower Carb Cider) in a can (except
for the advantage of Cider in our Aussie summer,
especially here in the Yarrumland where it got to
45° degrees earlier in the year!) as you can pour
it into a big glass.

I'm also a man who gets his
ten packs or two from the local pub drive-thru
and as I pull in they hold up 1 or 2 fingers
to find out if I want one or 2 ten packs!?

So, as I drive out, I like to
take out a can and rip it on the way home;
in South Australia we call it 'a traveller';
and in WA it is not an offence to have open
bottles or to actually drink while driving (so
long as you are under the limit) I don't
know what would be brought in those stupid
laws in other states?

So, I'm about a third of
a way through my
traveller when I pull in the drive; grab my
smoked, grab the other 9 cans by the
convenient finger holes, lift 'em up, and that's
where the fun begins;

after the first one is out of
the packaging I become a 'bobby trap'

And one can is out it down it makes how
you pick the rest up it ends in tears... and
often one spit can and this precious fluid
hissing onto the old leather or dirty floor
of my shul-boss 2007 Ford Territory or worse;
I see it seeping into the parched ground...
which I don't begrudge giving the parched a
cider, but...

Okay I understand some really
smart people were involved in the redesign of your
packaging, no doubt involving the guy who
suggested "i SPRED 2.0" for the failed new Vegamite
and the knee jerk decision making much like
changing the name of "COOK CHEESE" to "CHEERS CHEESE".

I hope the new packaging for
the cans are cheaper (I admit I like the colours
better than the faded of "nothing blue") but
really, surely you tested this before you
counted the savings...

I suppose just
like Samsung did with the "Galaxy Note7" before
they all started bursting into flames!!!

Go, guys; have a good day (I'm on my
3rd "Strongy": the chase has now finished: I'm
thinking about giving it a go... what do you reckon?;
and now I'm telling "bullshit" at the News
before turning over to American Pickers.)

Send me the video when the CEO
tests the Traveller theory and the walk from
the car to the shed.

Hope you are all doing well, and
thanks for a great product and;

"shame" on you for the
shul packaging.
Kindest Regards, Health, Happiness

Jan H.

PS NOTICED HOW WOOLIES ARE PHASING OUT THOSE LITTLE
PLASTIC BAGS IN THE FRUIT AND VEG TO SAVE (NATIONALLY!!) 11 TONNES OF
PLASTIC WASTE A YEAR (I PRODUCE MORE THAN THAT!!) AND THEY ALREADY
HAVE CUTE LITTLE MESH BAGS FOR SALE IN THE F&V FOR A \$1.50

(LET ME KNOW HOW MUCH THAT SHITS YOU!)

