

# Press Release



**Date:** February 18, 2026

## **Subject: TRIVIUM PACKAGING WINS PRESTIGIOUS WORLDSTAR GLOBAL PACKAGING AWARDS 2026 FOR BUDWEISER NFL ALUMINIUM BOTTLE IN LABELING AND DECORATION CATEGORY**

### **Information:**

Trivium Packaging, a global supplier of metal packaging, has been recognized by the World Packaging Organization (WPO) with a WorldStar Global Packaging Awards 2026 in the Labeling and Decorations category for its Budweiser NFL Aluminum Bottle.

The bottle was developed by Trivium for Budweiser (Brazil) to commemorate becoming the official sponsor of the first NFL game held in São Paulo, Brazil. The exclusive and collectible 330ml aluminum bottle was inspired by the matchup between the Philadelphia Eagles and the Green Bay Packers.

Produced using advanced aluminum manufacturing and printing technologies, the bottle supports multi-color, high-resolution decorations with varnish and enamel, creating a premium and visually striking finish. The detailed artwork reinforces the bottle's collectible appeal.

The bottle was engineered with usability in mind, featuring an optimized neck height and shape to improve grip and handling. The selected volume is designed for individual consumption directly from the bottle, helping reduce waste while delivering a convenient and intuitive consumer experience.

The bottles were manufactured in a facility using zero-emissions electricity and certified for energy efficiency (ISO 50001) and environmental management (ISO 14001). The bottle is made from an advanced aluminum alloy and weighs up to 80% less than glass, resulting in lower material use and lower carbon emissions compared to standard products. In addition, aluminum is considered a permanent material, which can be recycled infinitely, supporting circularity.

The WorldStar Awards are judged by an international panel of packaging experts representing WPO member countries, celebrating solutions that combine technical excellence, consumer-centric design, and environmental responsibility. According to Luciana Pellegrino, President of WPO, this edition reflects the growing strategic importance of the WorldStar Awards, not only as a recognition platform, but as a catalyst for meaningful transformation in the packaging industry.

This recognition adds to Trivium's history of WorldStar and other international awards, reinforcing the company's leadership in functional, circular, and visually compelling metal packaging.

### **About Trivium Packaging**

Trivium Packaging is a global supplier of infinitely recyclable metal packaging for the world's leading brands. Trivium has more than 60 locations worldwide and employs close to 7,400 people, with sales of \$2.9bn. For more information, visit [www.TriviumPackaging.com](http://www.TriviumPackaging.com)

### **About World Packaging Organisation (WPO)**

The World Packaging Organisation (WPO) is a non-profit, non-governmental international federation of packaging institutes, associations, federations, and trade organizations representing 66 countries. Its mission is "Better quality of life through better packaging for more people." For more information, visit [www.worldpackaging.org](http://www.worldpackaging.org)