

Beverages--

SHASTA BEVERAGES INC.  
Subsidiary of Consolidated Foods Corp.

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Hayward, CA 94545.

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The company produces carbonated drinks and fruit juice drinks. Shasta is a subsidiary of Consolidated Foods Corp and operates two plants in California. The Southern California plant located at Hawthorne is the larger. The company operates fourteen plants throughout the U.S.; all of these plants operate on the same formula but the larger plants use machinery with greater speed and capacity. We spoke to Mr Bruce Ross at the Southern California plant in Hawthorn (213)944-6481. The company operates two major can filling lines for six or twelve packs, plus cartoning and palletizing. These lines use Meyer equipment which is considered the standard in the industry. Shasta also use a Meyer system for their single line bottle filling plant; their shrink film overwrap system is from Meade. The company has just completed upgrading it's can lines and is preparing to change its bottling line to a high speed system. Shasta sees an industry swing towards two litre bottles.

ALMADEN VINYARDS INC.

P.O.Box 5010,  
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Jim Jenson, Engineering.

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Almaden produces champagne, still wines, brandy, port, vermouth, and sherry. The company is California's third largest wine manufacturer and has a 5.6% share of the U.S. national wine market. The company employs 850 people. Almaden operate five bottling lines: they use the following equipment:- A-B-C uncasers, Pneumatic Scale bottle blowers, Pneumatic Scale and Horix filling machines, Pneumatic Scale and Bertolasa cork and capping machines, Fuji pilfer proof sealing equipment. The company uses the following equipment on it's one soft pack line:- MacDowell case forming equipment, Scholle filling equipment, Marburg heat shrinking equipment, Stackpole Phin labellers (Canadian); other labelling equipment is from Meyer and Kronos, Standard-Knapp casepackers and sealers, Elliott, A-B-C and Dresden sealers, L.T.I hotmelt and Kiwi Coders, Alvey and Currie (California manufacturer) palletizers, and Signode (California manufacturer) strappers. Almedan is planning to update it's present lines to increase capacity and is interested in hearing from Canadian manufacturers. Mr Jenson recommended the following distributors:- F.P Packaging (in San Francisco) and David Evans & Associates (in Los Angeles). Almedan has previously purchased Canadian equipment and experienced maintenance problems because no service personnel were available locally. Almedan feels that the most significant change in wine packaging over the next ten years will be towards bulk packs.