

It's in the Bag - Indiana C-stores to Offer a New Way to Chill Beer

Novel Approach Works Under Onerous Law

INDIANAPOLIS, IN, 46033, May 24, 2018 /EINPresswire.com/ -- Convenience stores throughout Indiana will begin to market a better way for customers to buy beverages, including beer, with the use of [Chill Indiana](#) glacier bags.



"The reusable Chill bags are a revolutionary take on traditional coolers because they allow customers access to readily available ice," said Scot Imus, Executive Director of the Indiana Petroleum Marketers and Convenience Stores Association. "If customers want to buy cold beverages, such as water or soda, the bags will keep that

beverage cold. Conversely, if the customer buys a product that stores are forced to sell warm, such as beer, the product will be cold by the time that customer reaches their destination."

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Scot Imus

While convenience stores have always sold coolers and bags of ice, the method of icing warm beverages was often clumsy, expensive and impractical. With the reusable Chill Indiana glacier bag, the customer makes a one-time purchase of a bag and then is allowed free access to ice from the store's fountain machine on subsequent purchases. An ice-filled bag will take a bottle or can from room temperature to an

acceptable consumable temperature in just 15 minutes, and it keeps that beverage cold for hours.

"This should not be viewed as a solution to our cold beer fight, as that battle continues. There remains no public policy reason to allow liquor stores to sell cold beer but deny that right to grocery and convenience stores. This innovative approach does not run afoul of the cold beer prohibition because the customer will be chilling the beer after the point of purchase," Imus said.

He continued, "As we have documented, the vast majority of liquor stores charge a premium for cold beer. After a one-time purchase of the Chill Indiana bags, Hoosiers will no longer be subjected to the unscrupulous pricing practices of the liquor store industry."

The bags are manufactured by RP & Associates of Hermosa Beach, California and have a suggested retail price of a Chill Indiana bag is \$6.99. Stores are expected to start carrying the bags over the next several weeks, although some may have them in time for the Memorial Day weekend.

To see how the Chill Indiana glacier bag works visit www.chillindiana.com. Customers will also be able to check which stores will carry the bags at a later date.

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