

## New Hefty® Ultimate™ Easy Grip™ Cups are now Crack-Resistant!

*Hefty® Cups are the Official Cup of the Chicago Cubs and Wrigley Field!*

Lake Forest, Ill., -- June 11, 2015, Reynolds Consumer Products introduces a significant product improvement to red party cups! New Hefty® Ultimate™ Easy Grip™ cups feature a crack-resistant plastic formula! In fact, Hefty® Ultimate™ is the only disposable party cup on the market that will flex... but won't crack when firmly squeezed.

“To share the news, we’re thrilled to partner with the Chicago Cubs. Hefty® cups are the Official Cup of Wrigley Field, and Hefty® is also the featured cup of the Budweiser Bleachers,” said Jeff Wilkison, Vice President of Marketing. As an added bonus, the Hefty® brand has sponsored cup holders throughout Wrigley Field.



As a part of the company’s partnership with the Chicago Cubs, they’ve released a digital video, [Hefty® Ultimate™ Cubs Game](#), featuring the popular “unwritten,” fan-enforced rule that adds to Wrigley Field’s charm: if you catch a foul ball in your cup, that’s your cue to drink it down!

The humorous video includes a cheering cameo at the 12-second mark by a Cubs fan who was caught on camera mid-April catching a ball in her cup and completing the tradition! The clip was widely circulated in the news and social media.

While not every cup at Wrigley Field will be a Hefty® Ultimate™ Easy Grip™ cup, they will be featured at the Friendly Confines throughout the 2015 season as a reminder that they are perfect for celebrating anytime, and especially for America’s Favorite Pastime!

The Hefty® Ultimate™ Easy Grip™ 18-ounce party cups come in packages of 20, 30, 50, and 100 are now available in grocery stores that carry Hefty® cups in the United States.

### **Reynolds Consumer Products Inc.**

Reynolds Consumer Products provides quality household essentials and world-class brands. Hefty® is best known for strong, dependable waste bags; but is also a leader in plastic cups, foam plates, and slider bags. Our namesake Reynolds® products include the iconic Reynolds Wrap® aluminum foil; Reynolds® brand parchment paper, oven bags, slow cooker liners, and baking cups; and Cut-Rite® wax paper. Our products are available in the U.S. at mass merchants, grocers, and other retail stores and in over 100 countries throughout the world. For more information, please visit [www.ReynoldsConsumerProducts.com](http://www.ReynoldsConsumerProducts.com) and [www.Hefty.com](http://www.Hefty.com)

###

Media Contact:  
Britta Olson  
bolson@olson.com  
312.228.6824