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(57) **ABSTRACT**

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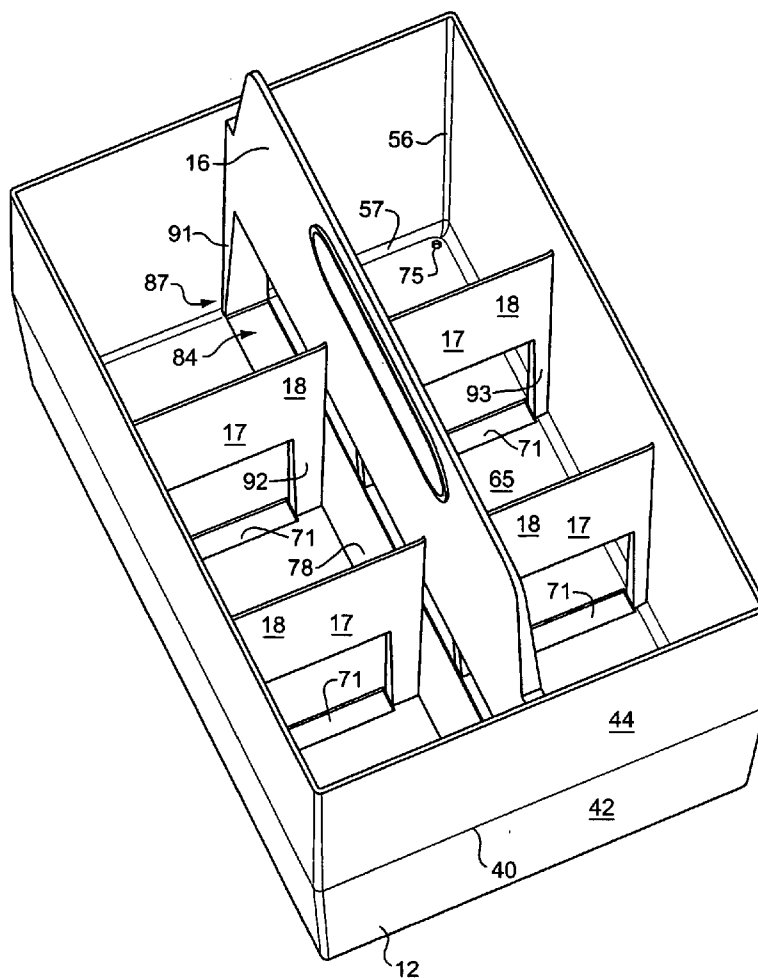
### Related U.S. Application Data

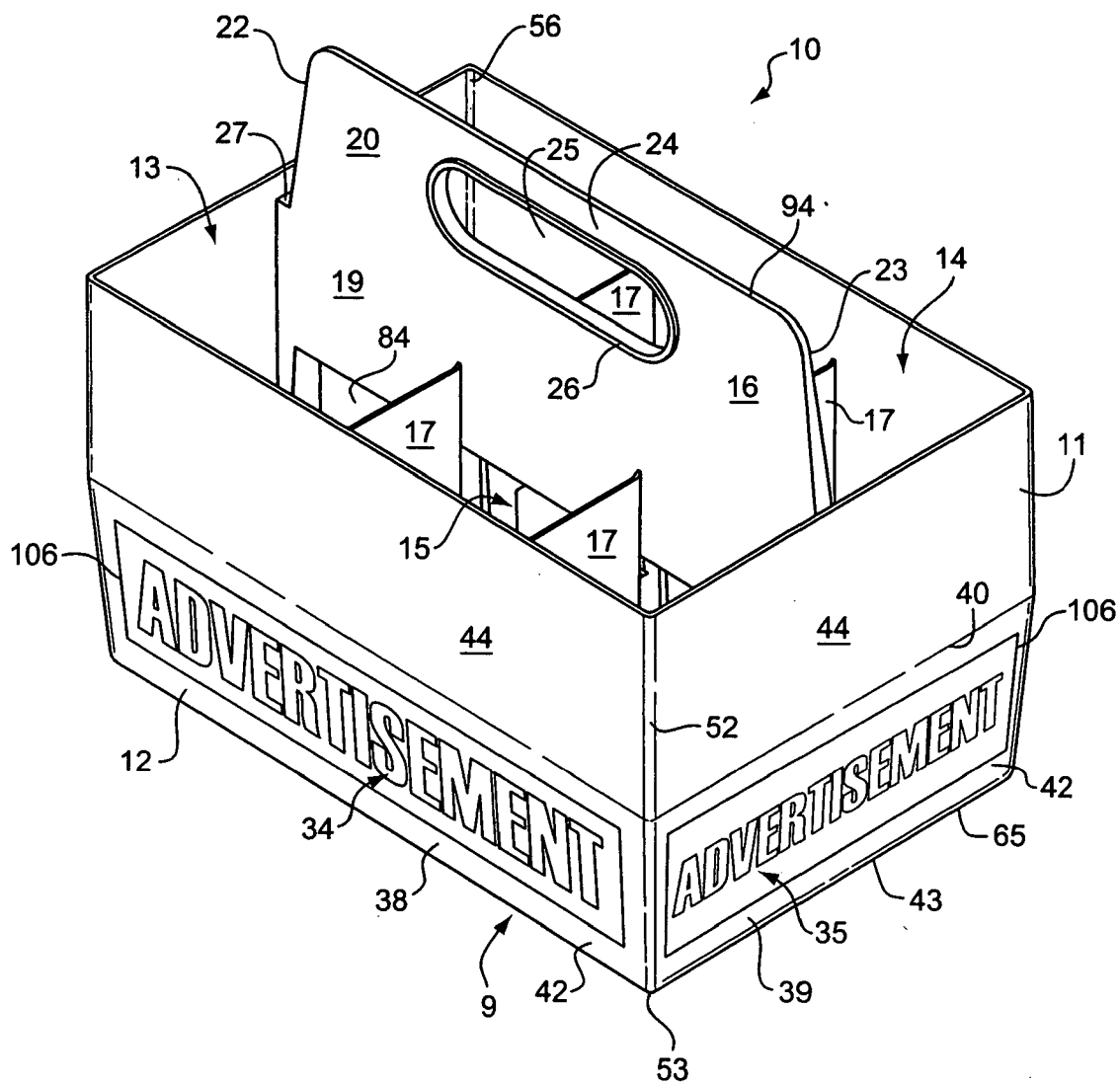
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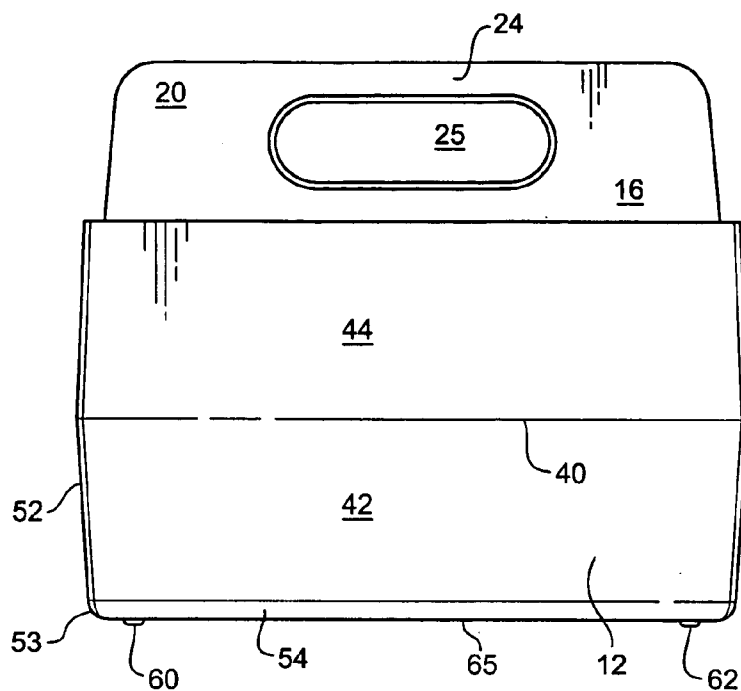
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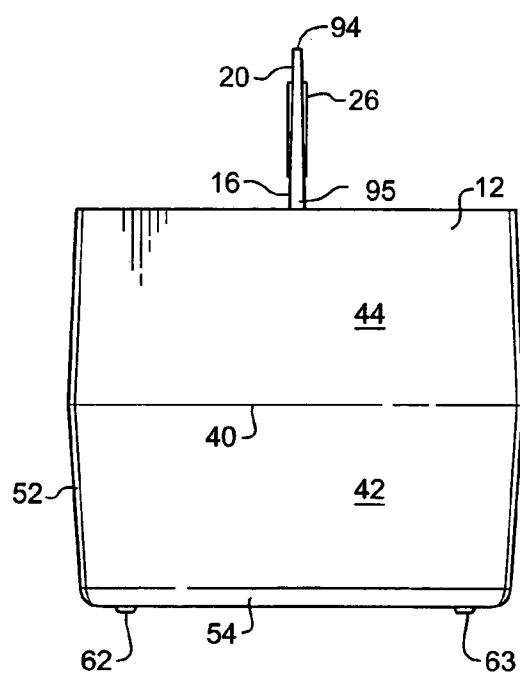
A durable advertising medium comprising a carrier body made in the form of a conventional six-pack or four-pack beverage carrier, the carrier body having a plurality of sections of appropriate dimensions for snugly holding a beverage container, the majority of the carrier body made of plastic, metal, glass, or wood, or a combination thereof, the carrier body having an advertisement applied to it. The advertisement may be for a beverage, such as a beer or soft drink, or for an eating or drinking establishment. The carrier body includes a container portion having a base, a handle portion above the container portion, and a slot in the base of the container portion for receiving the handle portion of another carrier body whereby a plurality of similar carrier bodies may be compactly stacked.



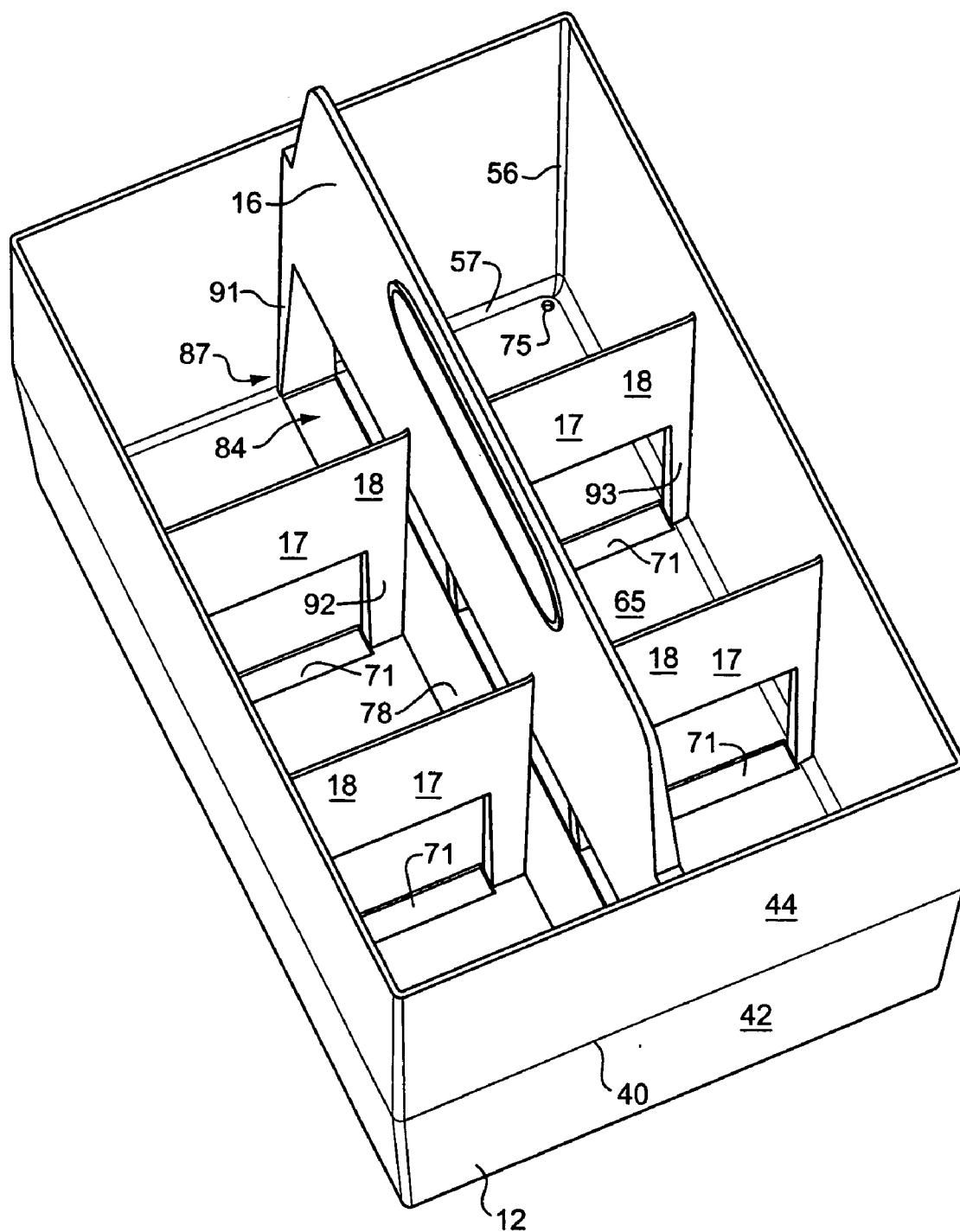
**FIG. 1**



**FIG. 2**

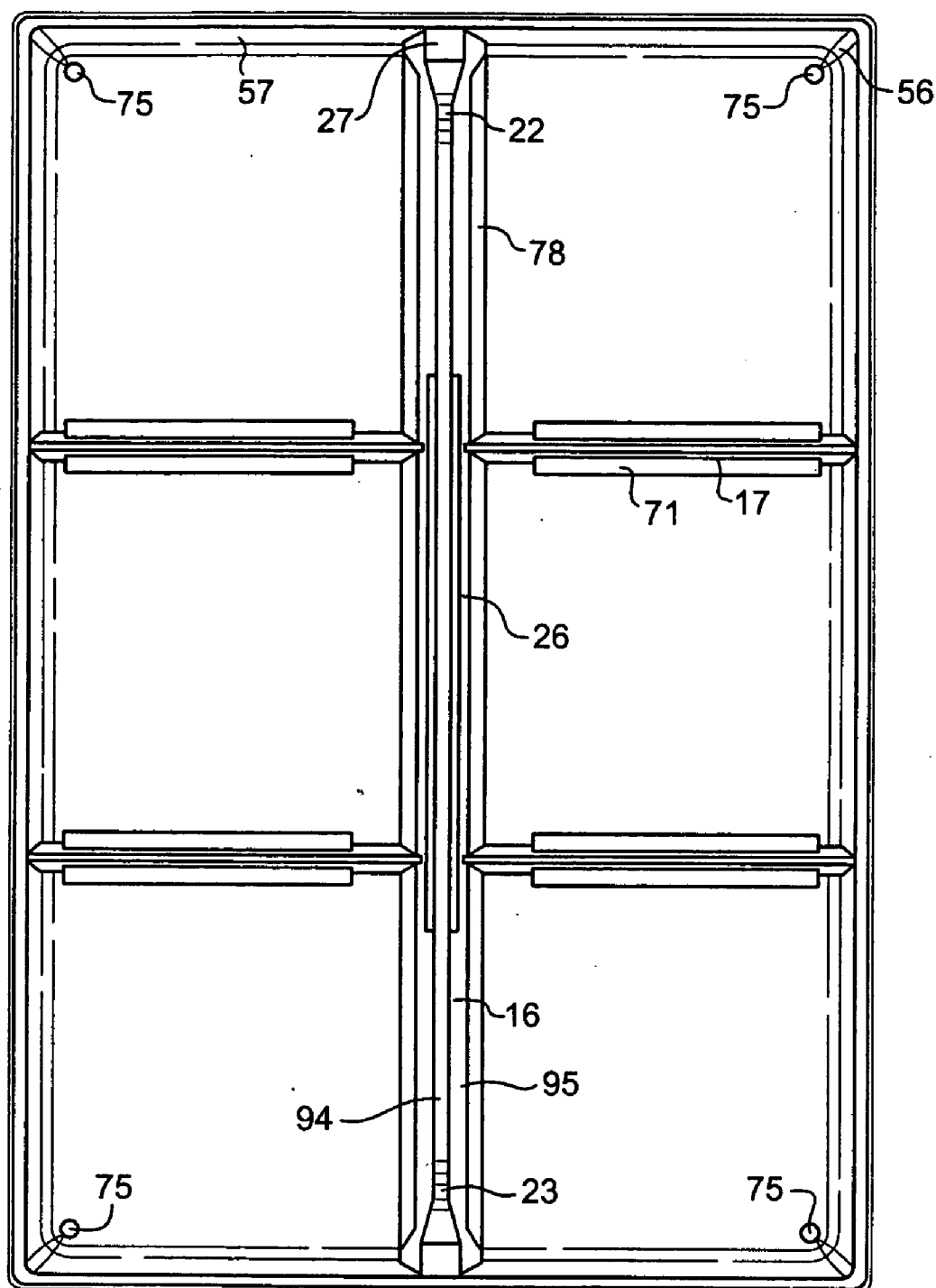


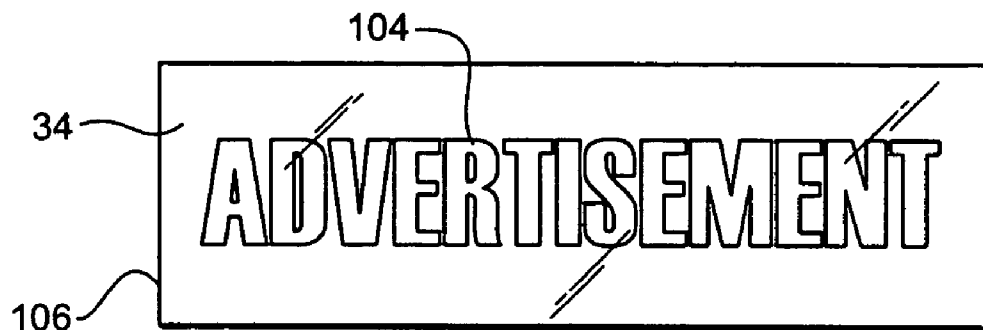
**FIG. 3**



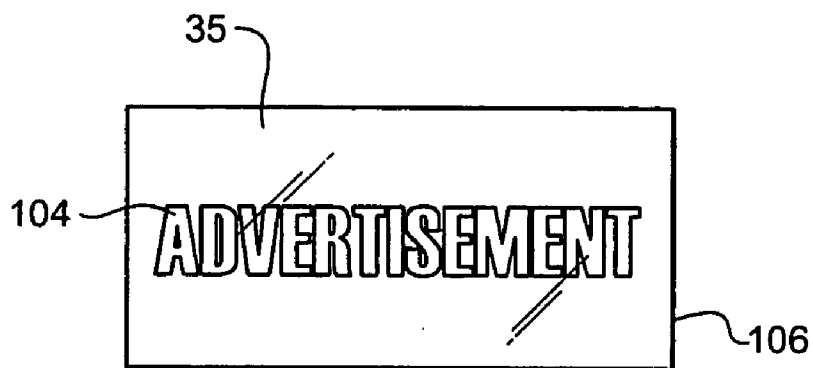
**FIG. 4**

**FIG. 5**





**FIG. 6**



**FIG. 7**

## DURABLE BEVERAGE ADVERTISING DISPLAY UNIT

### CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application claims priority from U.S. Provisional Application Ser. No. 60/517,486 filed Nov. 5, 2003. The entirety of the foregoing provisional application is incorporated herein by reference.

### BACKGROUND OF THE INVENTION

#### [0002] 1. Field of the Invention

[0003] The invention in general relates to the point of sale advertising segment, particularly within the beverage industry. The invention relates further to a more durable or permanent condiment dispense for use, for example, on dining tables of restaurants or taverns, or for home use.

#### [0004] 2. Statement of the Problem

[0005] The beverage industry has changed dramatically since the days of the horse-drawn wagon carrying beer from the local brewer to the neighborhood tavern. Today, the beverage world is a continuous battle for market share among multi-national corporate giants. The fight for the consumer's dollar is now a ubiquitous, carefully orchestrated marketing effort.

[0006] Key to every beverage company's marketing plan is the use of advertising at the "point of sale" or "point of purchase". The importance of visual brand stimuli at the place and time of the beverage selection is of primary emphasis within the beverage industry. The devices and methods of accomplishing that visual brand impression at the point of sale has evolved over many years of market development. What started as a metal Coca-Cola™ sign with a thermometer hung near the cash register has erupted into a world of neon, banners, and mechanical displays. Competitive companies vie constantly and aggressively for the right to have their logo placed directly in the consumer's field of vision when making that consumer's choice of beverage.

[0007] Recently, many restaurants and taverns have developed a new practice. The six-pack pasteboard carriers that are included in the case when beverages are delivered to the establishment are being used as condiment holders on the tables throughout the restaurant. The restaurant sees the practice as an efficient means of carrying six items, such as Catsup, Mustard, Hot Sauce, Salt, Pepper, etc. The manufacturer and the wholesaler of the product see the practice as a high impact placement of their brand logo. Unfortunately, the use of the six-pack carrier does not fit well with the designed use of the carrier.

[0008] The paper carrier is designed to be lightweight (to minimize freight costs) and be maintained as a short-term transport of a six-pack of the product. When the paper carrier gets wet or more weight than the 12 oz. filled bottles are added to the carrier, the bottom sags or breaks, spilling the contents. Its resistance to cleaning and the propensity to tearing further hamper the use as an on-table display. While being an efficient and timesaving tool for the restaurants' wait staff, it is at the same time a troublesome product when

considering the constant replacement and occasional customer relation's disasters when the bottom falls out on an unsuspecting customer.

[0009] The manufacturer and wholesaler are pleased to be displayed and promoted at such a critical spot within the establishment. The constant turnover and replacement of the paper carriers, however, does not satisfy the producer's goal of a permanent and attractive placement of their logo. The distributor employees must be continually visiting the restaurant to try to keep their own brand displayed and presentable. A further problem with existing carriers is that some brewer's use a taller carrier that is inappropriate for condiments. Those companies, such as Boston Beer Co., become immediately at a competitive disadvantage in the market place.

[0010] Simply stated, the innovation of many food and beverage retailers throughout the country to use the six-pack basket carrier, after the product has been removed, for the purpose of transporting and offering of condiments at the dining table is an imaginative idea with numerous drawbacks for both the retailer and the manufacturer. There is a need in the beverage industry for a point of sale beverage carrier without these disadvantages.

### Solution

[0011] The present invention advances the art and helps to overcome the aforementioned problems by providing a long lasting, durable, and dishwasher safe condiment carrier that not only solves the retailers problems of deterioration, continual turnover, and unattractive appearance, but also the manufacturers' and wholesalers' desire for a permanent advertising placement at the point of the customers' decision making.

[0012] The durable beverage advertising display unit according to the invention provides a novel and innovative solution to the problems inherent in the use of the paper product. The construction of the invention, preferably by an injection molding process using Acrylonitrile Butadiene Styrene (ABS), Polypropylene, or other petroleum derivatives, provides a strong, long-lasting base that will survive countless machine or hand washings with little or no deterioration, thus solving one of the primary drawbacks associated with the current use of the paper product.

[0013] Another of the current problems associated with the paper product is appearance. The retailer, wholesaler, and manufacturer all want to present the cleanest and most attractive image possible to the consumer. The invention preferably offers the optimal presentation to the consumer for all the parties concerned. The graphics are preferably litho printed onto 4-millimeter vinyl and preferably adhered with a permanent adhesive. The litho printing produces a state of the art graphic with clean sharp lines and bold expressive colors. The vinyl adhering to the faces of the invention allows easy clean up with a damp rag providing on-the-spot touch up for spills or drips. The permanent adhesive attaching the vinyl allows commercial dishwasher use for more thorough cleansing.

[0014] The plastic body of the invention is impervious to the tears and/or the drooping bottom inherent with the paper-based product now in use. The base of the invention preferably further advances the status quo with the addition

of nine drainage holes in the base of the invention. Preferably, there are four small circular holes of approximately one-eighth inch in diameter at each of the four corners of the base to provide drainage. Preferably, there are also four slots in the base that preferably run perpendicular to the length of the invention. These slots provide drainage but also allow for a more lightweight unit and prevent sinking that can occur with molded plastic products where two perpendicular branches come together.

[0015] Preferably, another slot in the base runs the length of the invention, which slot further accommodates drainage and fast drying, but is primarily to accommodate stacking of the invention with the handle of a bottom unit that can easily fit into the base of the upper. The convenience of this design maximizes storage space for the wholesaler and the retail establishments. Shipping costs are also minimized by the stacking ability allowing the use of a smaller box for crating as well as floor space for inventory.

[0016] The invention provides a durable advertising medium comprising a carrier body made in the form of a conventional six-pack or four-pack beverage carrier, the carrier body having a plurality of sections of appropriate dimensions for holding a beverage container, the majority of the carrier body made of plastic, metal, glass, or wood, or a combination thereof, the carrier body having an advertisement applied to it. Preferably, there are six of the sections, and the sections are of appropriate dimensions for snugly holding a beer or soft drink bottle. Preferably, the advertisement is an advertisement for a beverage. Preferably, the advertisement is an advertisement for an alcoholic beverage or soft drink. Preferably, the advertisement is for a beer. Preferably, the advertisement is an advertisement for an eating or drinking establishment. Preferably, the carrier body includes openings in the bottom to permit liquids to drain. Preferably, the carrier body includes a container portion having a base, a handle portion above the container portion, and a slot in the base of the container portion for receiving the handle portion of another carrier body whereby a plurality of the carrier bodies may be compactly stacked. Preferably, the carrier body is made of plastic. Preferably, the plastic is selected from the group consisting of acrylonitrile butadiene styrene (ABS), other styrenes, polypropylene, acrylic, and high-density polyethylene. Preferably, the advertisement is printed on a plastic film and the film is applied to the carrier body.

[0017] The invention also provides a method of manufacturing a durable advertising medium, the method comprising: injection molding a carrier body; printing an advertisement on a plastic film; and applying the plastic film to the carrier body. Preferably, the plastic film is vinyl plastic film.

[0018] The invention further provides a method of doing business comprising: providing a durable six-pack or four-pack beverage carrier made of plastic, metal, glass, or wood and carrying an advertisement; and distributing the durable six-pack or four-pack via a beverage distributor. Preferably, the method further having a beverage manufacturer pay for at least a portion of the cost of the carrier.

[0019] The invention also provides a method of point of sale advertising comprising: providing a durable six-pack or four-pack beverage carrier made of plastic, metal, glass, or wood and carrying an advertisement; and placing the beverage carrier where it is visible at the point of sale of a beverage.

[0020] In another aspect, the invention provides a durable condiment carrier comprising: a carrier body made in the form of a conventional six-pack or four-pack beverage carrier having a plurality of condiment carrier sections, the carrier made of a plastic, metal, glass, wood, or combinations thereof. Preferably, the carrier further comprises one or more containers containing condiments in the sections.

[0021] The invention provides benefits beyond the status quo to each link in the chain of beverage distribution. The gains derived from this new product can be viewed vertically throughout the entire network of the manufacture, delivery, presentation, and consumption of beverages in a restaurant. The manufacturer or brewer benefits seven ways: 1) an inexpensive piece of point of sale advertising is available; 2) primary placement of the item at the decision making point; 3) continuity with existing use by restaurants; 4) a product with durability and quality appearance; 5) increased product sales from the advertising; 6) inappropriate sizing problems for some brewers eliminated; and 7) no longer need to supply paper carriers for turnover.

[0022] The local distributor of the beverage product to the retail restaurant similarly benefits in a number of areas: 1) increased sales of the advertised product; 2) satisfied customers because of the superior product to the paper carriers now in use; 3) an inexpensive piece of point of sale advertising; and 4) goodwill gained as problem solver for bar/restaurant customers. The distributor normally does not pay directly for these types of point of sale advertising items. The cost benefit analysis for the distributor is therefore heavily weighted toward the many benefits derived by use of the invention.

[0023] Just as the distributor rarely pays directly for the advertising material, in nearly every state a restaurant has no cost in receiving the invention for their use. Although many benefits for the bar are self-evident, it should be noted that other advantages also ensue: 1) carrier replacement time and labor costs eliminated; 2) cleaning and washing simple and quick; 3) ability to feature high profit products for larger gross margin; and 4) convenient size for visibility and carrying ease. The retail establishment is the first line of customer feedback and the durable, more attractive carrier will improve goodwill and customer satisfaction in general.

[0024] Lastly, the consumer is the beneficiary of a more durable, more professional in appearance, and better-sized serving item on their dining table. The invention provides a significant step forward in quality for the customers use. No longer is it unsightly and possibly treacherous to handle the six-pack carrier. The bottom will not collapse and the condiments will always be easily available. The customers' overall satisfaction from the dining experience will be enhanced. Numerous other advantages and features of the invention will become apparent from the following description when read in conjunction with the drawings.

#### BRIEF DESCRIPTION OF THE DRAWINGS

[0025] FIG. 1 depicts a perspective view of the preferred embodiment of the durable beverage advertising display unit according to the invention;

[0026] FIG. 2 depicts a side view of the durable advertising display unit of FIG. 1 before affixing the advertising film;

[0027] FIG. 3 depicts an end view of the durable advertising display unit of FIG. 1 before affixing the advertising film;

[0028] FIG. 4 depicts a perspective to view of the preferred embodiment of the durable beverage advertising display unit of FIG. 1, before affixing the advertising film, illustrating the six interior sections;

[0029] FIG. 5 depicts an overhead view of the preferred embodiment of the durable advertising display unit of FIG. 1;

[0030] FIG. 6 is a view of an exemplary advertisement film for a side panel of the durable advertising display unit of FIG. 1; and

[0031] FIG. 7 is a view of an exemplary advertisement film for an end panel of the durable advertising display unit of FIG. 1.

#### DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT

##### [0032] 1. The Apparatus and Manufacturing Method

[0033] FIGS. 1, 2, and 3 show an exemplary carrier 10 according to the invention. In the preferred embodiment, the carrier 10 is in the form of a six-pack beverage carrier. Carrier 10 comprises a carrier body 11 having an advertisement 9 on it. Carrier body 11 includes a preferably rectangular container portion 12 having a hollow interior 13 and an open top 14. The interior of container portion 12 is preferably divided into six sections 15 by a divider 16 and four cross members 17. The divider 16 extends above the container portion 12 and includes an opening 25 to form a handle 24. Divider 16 includes a lower portion 19 and an upper portion 20. Lower portion 19 is substantially the length of the interior 13 of container portion 12, while the upper portion tapers inward at its outer edges 22 and 23. A notch 27 is formed at the point where upper portion 20 of divider 16 joins lower portion 19, which taper and notch facilitate stacking (see below). A reinforcing rim 26 encircles handle opening 25 to provide additional support and ease of handling for handle 24. Advertisements 34 and 35 (FIG. 1) are placed on sides 38, ends 39 of container portion 12. Optionally, an advertisement may also be placed on upper portion 20 of divider 16. The edges and corners 43, 52, 53, and 54 of container portion 12 are rounded to prevent any sharp edges or places where dirt can accumulate. Container portion 12 includes a lower portion 42 and an upper portion 44. The upper portion 44 is slightly bent inward at line 40 and tapers inward slightly, which assists in removal from the mold (see below). A base 65 closes the bottom of container portion 12. Optionally, feet 60, 62, and 63 may be attached to the bottom 65 of container portion 12.

[0034] Turning to FIGS. 4 and 5, the base 65 of the carrier body 11 preferably includes nine drainage holes 71, 75, 78. Preferably, there are four small circular holes 75 of approximately one-eighth inch in diameter at each of the four corners of the base to provide drainage. Preferably, there are also four slots 71 in the base that preferably run perpendicular to the length of container portion 12 and are located under cross members 17. Each cross member 17 has an opening 82 formed in its lower portion, and divider 16 has an opening 84 formed in its lower portion. Thus, cross members 17 and divider 16 can each be considered as having

upper divider portion 18 and 19, respectively, that divides the container portion 12 into a plurality of container sections integrally formed with structural ribs 91, 92, 93 that connect and support the container portion 12, divider 16, and cross members 17. As can be seen best in FIGS. 3 and 5, the upper portion 20 of divider 16 has a relatively thin upper edge 94 and tapers to become wider at the lower end 95. The slots 71 provide drainage, and fast drying, and, together with openings 82 and 84, prevent sinking that can occur with molded plastic products where two perpendicular branches come together. Preferably, another slot 78 in the base 65 runs the length of the container portion, which slot further accommodates drainage, fast drying, and prevention of sinking, but is primarily to accommodate stacking of the carriers 10 with the handle 24 and upper divider portion 20 of a bottom unit fitting into the slot 78 in the base 65 of the upper unit. Slot 78 and opening 84 create a pocket 87 for the handle portion 20 of the divider 16. The convenience of this design maximizes storage space for the wholesaler and the retail establishments. Shipping costs are also minimized by the stacking ability allowing the use of a smaller box for crating as well as floor space for inventory. The design with the slots 71 and 78, openings 82 and 84, and the taper of upper portion 19 of divider 16 provide for lighter weight of the carrier and the use of less material in manufacture of the carrier, while permitting strength in the needed areas.

[0035] FIGS. 6 and 7 illustrate the advertising films 34 and 35 used to apply the advertising to the carrier body 11. As shown in FIG. 1, film 34 is applied to the sides 38 while film 35 is applied to the ends 39. The film 34, 35 is preferably a 4-millimeter vinyl plastic, though other materials may be used. The graphics 104 are preferably litho printed onto film 34, 35, and the film 34, 35 is preferably adhered to container portion sides 38 and 39 with a permanent adhesive 106. Adhesive 106 is preferably an epoxy but other adhesives may be used. Litho printing produces a state of the art graphic with clean sharp lines and bold expressive colors. The vinyl adhering to the faces of the container portion 12 allows easy clean up with a damp rag providing on-the-spot touch up for spills or drips. The permanent adhesive attaching the vinyl allows commercial dishwasher use for more thorough cleansing.

[0036] The preferred embodiment 10 has a length of about eight inches and a width of about five and a half inches, and most preferably a length of 8.282 inches and a width of 5.512 inches, though other dimensions can be used. Those dimensions are closely associated with the paper product in use for the delivery of the beverage products by such companies as Anheuser Busch or Coors. The six interior sections 15, which are preferably condiment pockets 15, of the preferred embodiment are most preferably 2.656 inches in length and 2.461 inches in width. The size of the six condiment pockets 15 are similarly based on the paper six-pack in use today and the restaurants' requirements for the condiment packages. In the preferred embodiment, each pocket 15 is of a size that snugly holds a conventionally beer or soft drink bottle. Here, "snugly" means that the bottle is held in a close-fitting manner so as to prevent motion that could break a bottle, but still loosely enough to permit the bottle to be easily removed, i.e., not so tight that it would be difficult to remove. Preferably, the size is such that no more than four millimeters of motion is possible in any direction, and more preferably, no more than 2 millimeters of motion, and most preferably no more than 1.5 millimeters of motion.

The preferred embodiment most preferably has an overall height of 7.0 inches with the handle rising 2.0 inches above the exterior walls that are 5.0 inches in height. A wide range of heights of the prior art paper product are available in the marketplace, and the height of 5.0 inches for the exterior walls was established to best display the condiments while still maintaining a printable area that will allow for a strong representation of the advertisers' message, and, at the same time, to closely associate with the paper product currently in use. The carrying handle **24** of the preferred embodiment includes handle opening **25** which is preferably an oval 1.0 inch in height and 3.375 inches in length. The handle incorporates a rim **26**, which in the preferred embodiment surrounds opening **25**, but could also only encircle a portion, such as the top half of the opening **25**. This thickened rim **26** is provided to ease the pressure on the hand of the person carrying the unit. The added area dissipates the weight over a larger area and prevents a sensation of cutting into the skin on the hand that a smaller, narrower handle could create.

[0037] Preferably, the center pocket **87**, designed to accommodate a stacking of the units one atop the other, has a 2.0 inch depth to fit the 2.0 inch height of the handle portion **20** above the container portion **12** and allows for a more secure shipping and storage function of the unit. The feet **62**, **63**, **64** are preferably 0.10 inches in height and provide a more sanitary unit such that minor spills will not come in contact with the base but be touching only the four small feet so illustrated. The feet also allow for airflow beneath the unit. The cut outs **82** of the cross members **17** that separate the interior is preferably a 1.932 inch tall rounded rectangle. This minimizes the weight and the quantity of plastic used while still providing the strength where the supports attach to the base and sides. Further, the reduced mass of the brackets will prevent the possible sinking of the exterior walls in upon the brackets. This is a common problem in the injection molding process where a larger mass perpendicularly joins with a thinner plastic layer. The result can be a puckering or sinking of the thinner wall in upon the thicker wall. Preferably, the height of the interior opening **84** in divider **16** is about four inches above the base, most preferably 3.932 inches, and 1.0 inches below the exterior wall height.

[0038] Important in the injection molding of plastic is a 1% or 2% slope or draft on all of the surfaces within the mold that allows the final product to be easily removed from the mold after cooling. The preferred embodiment of the unit attempts to minimize the effect of that necessity with the two sides of the mold meeting at near the midpoint of the container portion **12** of the unit. The solid line **40** dividing the container portion **12** just above the 2.0-inch pocket for the handle insert for stacking represents this midpoint. The preferred embodiment has a mid-point width of 5.512 inches and a top width of 5.425 inches, the narrowing of the bottom portion moving downward and the widening of the top portion of the mold again moving downward as illustrated. The consumer should not notice this slope design incorporated in the unit after the graphic advertising is applied.

[0039] The majority of the carrier body **11** is preferably made of plastic, metal, or a non-breakable glass material. Here, majority means 50% or greater. More preferably, at least 90% of the carrier body **11** is made of plastic, metal, or

a non-breakable glass material. Most preferably, the entire carrier body **11** is made of plastic, metal, or a non-breakable glass material.

[0040] In the preferred embodiment, the carrier body **11** is integrally molded in an injection molding process utilizing acrylonitrile butadiene styrene (ABS), polypropylene, or other petroleum derivatives. The carrier body **11** can also be manufactured using computer dye cut of either acrylic or high impact styrene that is then fabricated into the finished product. Alternatively, the carrier can also be made of foam, such as high-density polyethylene. It can also be made of Coroplast™ or any other suitable material. Upon completion of the molding or construction of the body **11** of the carrier **10**, the application of the advertising material is the final step before packaging and shipping. A print of the artwork, preferably from an existing paper six-pack carrier is done on a plastic material, which is preferably 4 millimeters, but also may be other sizes, such as 2 millimeters or 6 millimeters. The printing is preferably litho printing, but may also be web printing, screen printing, or any other suitable printing process. The graphics are then carefully adhered to the front, back, and sides.

[0041] The durable beverage advertising display unit offers the food and beverage industry a new, functionally superior replacement for a grass roots innovative use of the six-pack carrier that is used to deliver bottles of beer or soda. A brief visual examination will reveal little change from the paper product now in use. The resemblance is calculated to facilitate a rapid and complete transfer from the functionally inferior product to the durable beverage advertising display unit. The numerous design and material advantages mentioned above will be adopted with no impact on the aesthetic presentation in use by the tavern and restaurants of today.

## [0042] 2. Business Method

[0043] As described above, another aspect of the invention is a unique method of doing business. The producer arranges to ship the carriers from manufacturing point to a beverage distributor. The distributor then distributes the carriers to restaurants or other establishments that are known to have a need.

[0044] In another aspect, the producer of the carrier contracts with a beverage manufacturer or brewer for a specified order of the carrier. The manufacturer or brewer pays the producer directly. The producer then distributes the carriers as indicated above, or alternatively, directly or through other distribution methods.

[0045] As an alternative method, the producer contracts with a beverage manufacturer or brewer to subsidize the production of a specified quantity of carriers. The producer can then produce the carrier and sell it through retail or other distribution channels at a much lower price for home or other use.

[0046] The marketability and financial feasibility of the invention are melded within the simplicity of all aspects of the product. The straightforwardness of the construction is mirrored in the distribution of the carrier. The customers for the invention are first and foremost the major brewers in the United States. Sales to those brewers will facilitate the distribution through the brewers' distributor networks to all parts of the country without the necessity of the inventor's contact with the intermediate or end user of the product.

Significant sales could be obtained by dealing with only the top five brewers in the country. The distribution of those five brewers will offer 100% coverage of the bar/restaurant market in the US. Since each of those brewers sells and delivers continually to their distributor network, the carrier need only be shipped to the brewers' distribution point for coverage throughout their distributor network.

[0047] The ease of sales and distribution also allows for a minimal gross profit margin to maintain a profitable operation. This lower price derived from a smaller gross profit percentage can then maximize the number of units sold. Covering fixed and variable costs should put no prohibitive pressure on the sales price to the brewers.

[0048] Upon a successful marketing of the invention as described herein, a number of avenues are open to exploration in terms of joint advertising opportunities, sizing variations, and attachments for individual menu features. Restaurant chains might well cooperate with a brewery for shared advertising on the various faces of the carrier, or a restaurant chain could want its own branded carrier. College colors could well be used in construction of the carrier and then the advertiser would use the carrier in the college's locale. Lastly, menu cards or clear facings could easily be applied to the carrier for insertion of the restaurant's own special items or daily menu items.

[0049] There has been described a novel apparatus and method for advertising condiment carriers. It should be understood that the specific embodiments described herein are exemplary and should not be construed to limit the invention, which will be described in the claims below. Further, it is evident that those skilled in the art may now make numerous uses and modifications of the specific embodiments described without departing from the inventive concepts. For example, Mexican restaurants that use a smaller condiment dispenser could well desire a smaller version of the carrier to present their condiment selection to their customers. The carrier can also be designed as a "four-pack" or other convenient size. Other durable materials, such as metals, glass, such as fiberglass, wood, or combinations thereof may also be used as alternatives to plastic. Decorative features may be added to the carriers as the use evolves. Consequently, the invention is to be construed as embracing each and every novel feature and novel combination of features present in and/or possessed by the apparatus and methods described and by their equivalents.

1. A durable advertising medium comprising a carrier body made in the form of a conventional six-pack or four-pack beverage carrier, said carrier body having a plurality of sections of appropriate dimensions for holding a beverage container, the majority of said carrier body made of plastic, metal, glass, or wood, or a combination thereof, said carrier body having an advertisement applied to it.

2. A durable advertising medium as in claim 1 wherein there are six of said sections, and said sections are of appropriate dimensions for snugly holding a beer or soft drink bottle.

3. The advertising medium of claim 2 wherein said advertisement is an advertisement for a beverage.

4. The advertising medium of claim 3 wherein said advertisement is an advertisement for an alcoholic beverage or soft drink.

5. The advertising medium of claim 4 wherein said advertisement is for a beer.

6. The advertising medium of claim 2 wherein said advertisement is an advertisement for an eating or drinking establishment.

7. The advertising medium of claim 1 wherein said advertisement is an advertisement for a beverage or an eating or drinking establishment.

8. The advertising medium of claim 1 wherein said advertisement is an advertisement for an alcoholic beverage or soft drink.

9. An advertising medium as in claim 1 wherein said carrier body includes openings in the bottom to permit liquids to drain.

10. An advertising medium as in claim 1 wherein said carrier body includes a container portion having a base, a handle portion above said container portion, and a slot in said base of said container portion for receiving the handle portion of another carrier body whereby a plurality of said carrier bodies may be compactly stacked.

11. An advertising medium as in claim 1 wherein said carrier body is made of plastic.

12. An advertising medium as in claim 11 wherein said plastic is selected from the group consisting of acrylonitrile butadiene styrene (ABS), other styrenes, polypropylene, acrylic, and high density polyethylene.

13. An advertising medium as in claim 11 wherein said advertisement is printed on a plastic film and said film is applied to said carrier body.

14. A method of manufacturing a durable advertising medium, said method comprising:

injection molding a carrier body;

printing an advertisement on a plastic film; and

applying said plastic film to said carrier body.

15. A method as in claim 14 wherein said plastic film is vinyl plastic film.

16. A method of doing business comprising:

providing a durable six-pack or four-pack beverage carrier made of plastic, metal, glass, or wood and carrying an advertisement; and

distributing said durable six-pack or four-pack via a beverage distributor.

17. A method of doing business as in claim 16, and further comprising having a beverage manufacturer pay for at least a portion of the cost of said carrier.

18. A method of point of sale advertising comprising:

providing a durable six-pack or four-pack beverage carrier made of plastic, metal, glass, or wood and carrying an advertisement; and placing said beverage carrier where it is visible at the point of sale of a beverage.

19. A durable condiment carrier comprising: a carrier body made in the form of a conventional six-pack or four-pack beverage carrier having a plurality of condiment carrier sections, said carrier made of a plastic, metal, glass, wood, or combinations thereof.

20. A durable condiment carrier as is claim 19 and further comprising one or more containers containing condiments in said sections.