

PRESS RELEASE

YES WE CAN !

STAR BEVERAGES offers wine in cans packaging to wineries and distributors

**Wine in cans: opportunity or heresy ?**

The trend that started a few years ago in the USA is already a market that weighs \$45 million with a growth of over 59% per year ! (source : Nielsen) This growth is mainly generated by the «Millenials » or 21-30 years old. In France, the brand Winstar® produces since 2013 a range of wines from Languedoc and Bordeaux in 187 ml cans all over the world...

According to a study of Susquehanna University in Pennsylvania, wine in cans is not a fad, but rather a whole new category that is finding its place on the wine market and brings a positive contribution to an otherwise stagnating market.

According to another study « Wine Nation » directed by Accolade Wines in the UK, one out of five adults drink 250 ml or less per drinking occasion, and 39% of wine consumers would drink more if small packaging were more available.

A solution for winemakers and distributors

During the last Vinitech trade show in Bordeaux, STAR BEVERAGES announced they now offer winemakers the possibility to package their wines in various can formats : 187 ml, 250 ml, 375 ml. Nested in the heart of the Bordeaux wine region, STAR BEVERAGES invested in a modern plant to collect the wines and package them using our technology.

The technology initially developed for the French wine in cans brand Winstar® is now available for all winemakers to ensure an optimal preservation of the wines :

- the cans feature an internal coating specifically designed for the wine chemical characteristics,
- the filling is done under nitrogen (a neutral gas) atmosphere to prevent any risk of oxydation.



Thus protected from oxygen, light, humidity and metal, the wines are captured at maturity and preserve their characteristics, from the winery to the consumer's glass !

Minimum order quantities start from only 10,000 cans which gives the possibility to test new markets or produce limited editions.

Star Beverages also offer the possibility for distributors and importers to package their wines under private labels..

A very smart can

Thanks to their compact size and light weight, one can carry the cans in places where glass is forbidden, without the need for a cork opener. Small portions enable consumers to easily test new wines (grapes, areas) in a convenient and affordable way, which is not possible with the traditional 75 cl bottle format. Following the development of wine by the glass in the hospitality sector, wine in cans will bring new drinking occasions on the go, and help reduce waste.

A modern and environmental friendly package

Cans are environment-friendly, as they are indefinitely recyclable, a value that matters to the younger generations.

For the producers, it translates into less waste due to broken bottles, while cans are easier to carry and store. The savings are estimated between 15 to 40% !

A new territory for designers

Thanks to their 360° surface, the design opportunities are limitless, and additionally the cans often packaged in a carton pack which offers even more artistic options.

With this innovative packaging, wines get another opportunity to recruit new consumers who will advantageously drop sodas or beers for a healthier product.

STAR BEVERAGES is a member of **Innovin** and **La Wine Tech** associations.

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