



BOHEMIAN CRYSTAL TOP

The best closure for rosé wines



ROSÉ WINE MARKETING

The packaging and the marketing of rosé wines are as important as the colour

- Well designed packaging adds trust and value to the brand
- Fancy, experimental, trendy - there are no limits in rosé wines
- 64% of consumers are likely to buy a new product simply because the design attracted their attention - Nielsen Institute (2015)

ROSÉ WINE FACTS

+281%

Rosé is the fastest growing major wine category of the last few years. According to Nielsen, off-premise sales of rosé in January 2016 were valued at about \$151 million. As of January 2020, they rose to over \$576 million – a 281 percent increase.

nielsen

1/3

An exclusive study by O-I shows that design is asserting itself as one of the main drivers of the selection of a rosé wine in France. Among French rosé consumers, almost a third of the 18-34 year-olds choose a wine according to its packaging design.



66% of customers said they have tried a new product because of attractive packaging. Also, according to research, packaging drives purchase more than other forms of marketing, such as advertising or online reviews.

66%

DIGITAL
CREATIVE
PACKAGING



CASE STUDY



Wine Spectator

2018 | TOP VALUES
ROSÉ



WINE SEARCHER'S
FIFTH MOST
POPULAR ROSÉ

We tested various closure types and only Vinolok enabled us to complete the bottle packaging as we anticipated. The closure's design should always respect the appearance of our wine bottles.

Gérard Bertrand
Owner of Gérard Bertrand, France



WHY VINOLOK

Vinolok is changing
the way the world
thinks about closures

- Absolutely no impact on aroma and flavor
- 100% recyclable
- Amazing customisation and design options
- Makes the product unforgettable
- Stable conditions after bottling
- Easy opening and closing of the bottle

CUSTOMISATION

Design Options

Rosé closure



Coloured sealing ring



Colour coating



Metal coating



Embossing



Top printing



CUSTOMISATION
Vinolok Rosé



- Made from rosé glass
- Available as a Low Top only
- Looks great with printing

CUSTOMISATION
Coloured Sealing Ring



- The sealing ring can be tinted any colour
- Choose your own Pantone colour
- Use a predefined set of available colours

CUSTOMISATION
Colour Coating



- Available in transparent, opaque or metallic colours
- Choose your own Pantone colour
- Match the colour of the wine or packaging

CUSTOMISATION
Metal Coating



- Available in gold and silver variants
- Glass is covered with high gloss metal layer
- Works well for high-end packaging

CUSTOMISATION Embossing



- Add your branding as embossed glass
- Suitable for logo or text
- Works great with colour coating

CUSTOMISATION
Top Printing



- Print your logo or branding on the closure
- Up to four colour line-art printing
- Match with coloured sealing ring to highlight the brand

EXISTING CUSTOMERS



France, Gérard Bertrand



Italy, Riecine



USA, Mondavi Estate

EXISTING CUSTOMERS



Slovinia, Zvonko Bogdan



France, Puch Haut



France, Lafage

EXISTING CUSTOMERS



France, Jean Jean



USA, LVE wines



Bulgary, Santa Sarah

Ready?

Ready? Go!

VINOLOK

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