



BOHEMIAN CRYSTAL TOP

The best closure  
for gin



*Artisan distilled from o*

47% Vol. 700



## GIN MARKETING

The packaging and marketing of gin is as important as the taste

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

## GIN FACTS

# +4.4%

Total global gin consumption is expected to rise 4.4% during the period 2018-2023, according to the IWSR's forecasts.



It is clear that consumers' growing demand for unique and craft-focused drinks has transformed and will continue to transform the industry.

The gin market is ever-innovating and ever-changing in terms of the liquid available.

# 92 million litres

According to data compiled by IWSR, whose analysts track trends in alcoholic drinks, Britons drank an estimated 61.7 million litres of gin last year. By 2023, that is forecast to have risen to 92.4 million litres.

# Sexy, expensive, intriguing:

how bottle design can make or break a drinks brand: In an increasingly competitive spirits market, eye-catching packaging can be the difference between success or failure





ROSÉ GIN

# Pink gin kicking up a storm

According to IWSR Drinks Market Analysis, flavoured gin volume sales increased by an astounding 78.3% globally in 2019, significantly outperforming the wider gin sector, which was up by 8.3%.





## CASE STUDY

*The design complements the overall look of the bottle. The clarity of the glass, the colour and the overall production value enhance our super premium packaging. Customers like the tactile nature of the closures, the weight and smoothness make them a very pleasurable item to handle.*

Ian Mcculloch  
Founder, Silent Pool Distillers



## WHY VINOLOK

Vinolok is changing  
the way the world  
thinks about closures

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

CUSTOMISATION

# Design Options

Metal sticker



Coloured sealing rings



Colour coating



Metallic coating



Side printing



Zamac tumbler



CUSTOMISATION

# Design Options

Zamac tumbler



Matt effect



Inner metal coating



Inner colour coating



Metal sticker





CUSTOMISATION

# Design Options

Chess cut rhinestone



Rhinestone cut



Top printing



Jewellery stone



Embossing



Matt effect



INSPIRATION

# Vinolok Edge Collection - Deco closure



Colour coating



Coloured sealing ring



Metal sticker



INSPIRATION

# Vinolok Edge Collection - Deco closure



Colour coating

Metal sticker

Coloured sealing ring



## EXISTING CUSTOMERS



United Kingdom, The Cambridge Distillery



United Kingdom, Collagin



Italy, Roner Distillerie

## EXISTING CUSTOMERS



Belgium, Cala Kumquat Spirits



France, Brasserie Mira



United Kingdom, Spirit of York Distillery

## EXISTING CUSTOMERS



Germany, HS Heidelberg Spirits



United Kingdom, Brewdog Distilling Co.



Germany, Craft Circus Manufaktur

Ready?

Ready? Go!

VINOLOK

