

BOHEMIAN CRYSTAL TOP

The best closure forgin







DRY GIN SILVER

Artisan distilled from organic grains 47% Vol. 700ml

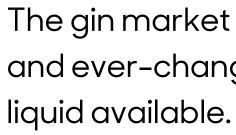
GIN MARKETING

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)

+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.

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.



GIN FACTS

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

Sexy, expensive, intriguing:

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



Vinolok Gin Presentation



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PINK GIN

Red currants & juniper combine to create this light. sweet gin. Perfect for summer evenings.

750 ml

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%.



Vinolok Gin Presentation 4







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



Design Options





Metallic coating

Side printing

Zamac tumbler









CUSTOMISATION Design Options





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

