



BOHEMIAN CRYSTAL TOP

The best closure for zero and low alcohol spirits

There are no limits in packaging and marketing of NA drinks

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„The no-alcohol drinks market is growing faster among Gen-Z because it meets their unique need for safe, social drink experiences while still providing a ‘special occasion’ treat.“



THE PATH TO SUCCESS



The packaging and marketing is a key to success, not only for zero and low alcohol spirits

- Well designed packaging adds trust and value to the brand
- Fancy, experimental, trendy
- 64% of consumers are likely to buy a new product simply because the design attracted their attention - Nielsen Institute (2015)

Brand Effective
packaging personifies
your brand for the public,
and is a visible way to
promote the morals,
personality and heritage
that your product stands
for.



WHY PACKAGING MATTERS

Innovation

Low- and no- alcohol is one of the most innovative categories out there, driven by creators outside the drinks industry as much as by traditional distillers. Customers choose attractive packaging and Vinolok meets these requirements. Design will improve your business.



70%

More than 70% of buying decisions are made in-store so packaging needs to tell that story at one glance.

FACTS NO- AND LOW- ALCOHOL SEGMENT

+8%

IWSR forecasts suggest that the category will record a volume compound annual growth rate (CAGR) of +8% between 2021 and 2025.

The trend in non-alcoholic drinks started growing noticeably on a global scale in 2014, but as more Zoomers come of age, their tastes and preferences are dramatically spiking sales.

According to IWSR figures, no/low products accounted for a 3.5% volume share of beverage alcohol in 10 key markets (Australia, Brazil, Canada, France, Germany, Japan, South Africa, Spain, the UK and the US) in 2021, following a 6%-plus increase in consumption.

Need to differentiate

A recent 2022 consumer report (source: alcohol ecommerce platform Drizly) highlights that 38% of Generation Z buyers are drinking more non-alcoholic beverages than in the previous year.

Fact is that Gen Z drinking habits are fueling the no-alcohol trend in a continuous loop of innovation and demand.

3.5% volume share



CASE STUDY



CASE STUDY

Optimist are clean, clear, crafted spirits. Free of alcohol, yet full of flavor.

Optimist Drinks' Co-Founders, husband and wife Tommy and Lisa Farr Johnstone, realized that despite the popularity of the increasingly crowded NoLo (No and Low) alc drinks space, a crafted, complex importantly clean offering was missing. The original recipes were developed with a master distiller in Downtown Los Angeles.

optimistdrinks.com



Vinolok Classic with a special coating that mimics the look of concrete



CASE STUDY



CASE STUDY

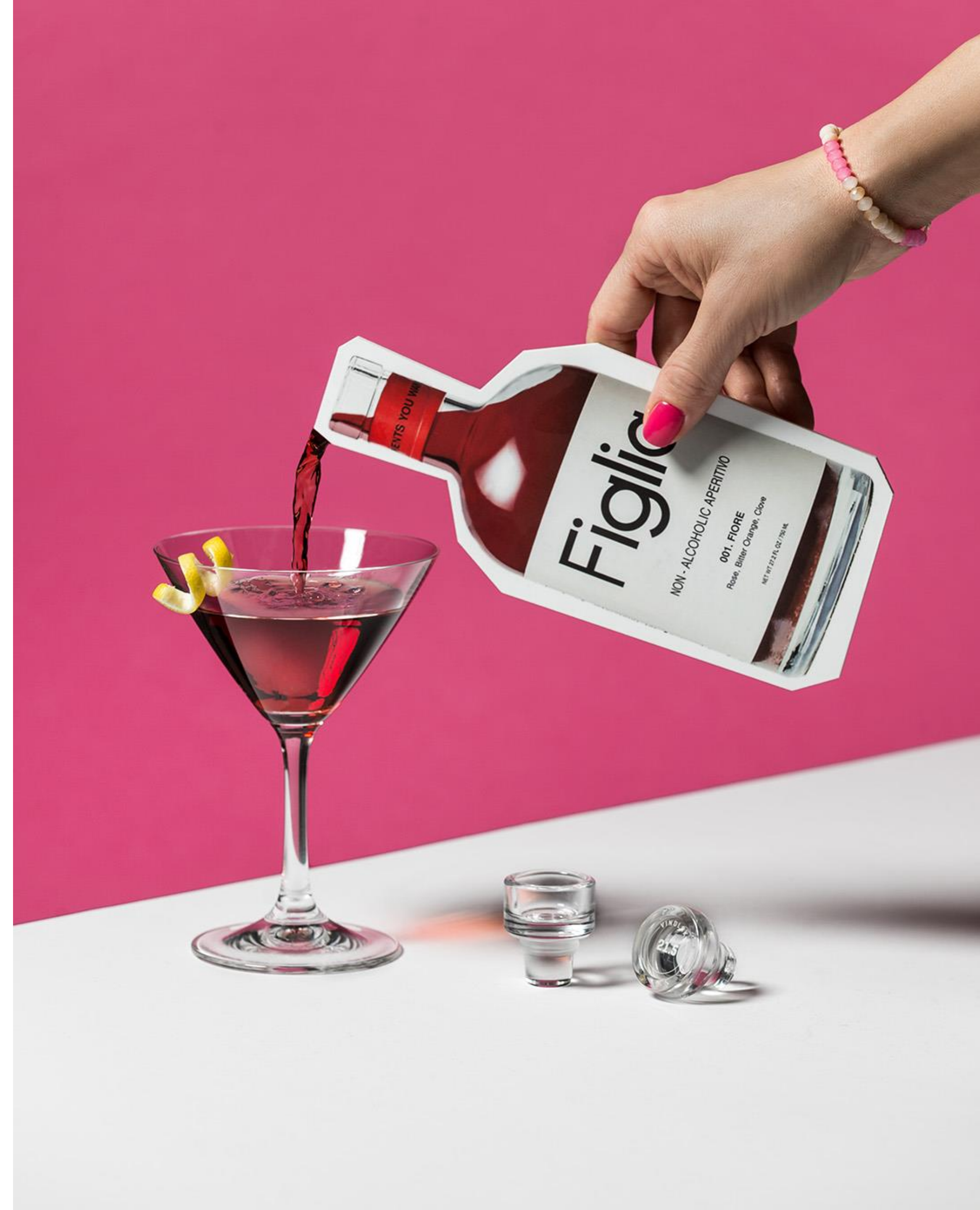
Figlia aims to support our best selves, our community and our planet.

That is why they support non-profits who are working diligently to help end alcohol addiction and support the environment. Every bottle sold helps support Partnership to End Addiction and their mission to change how we address addiction. And they also donate to local New York City based non-profit environmental organizations through 1% for the Planet.

drinkfiglia.com



Vinolok Classic

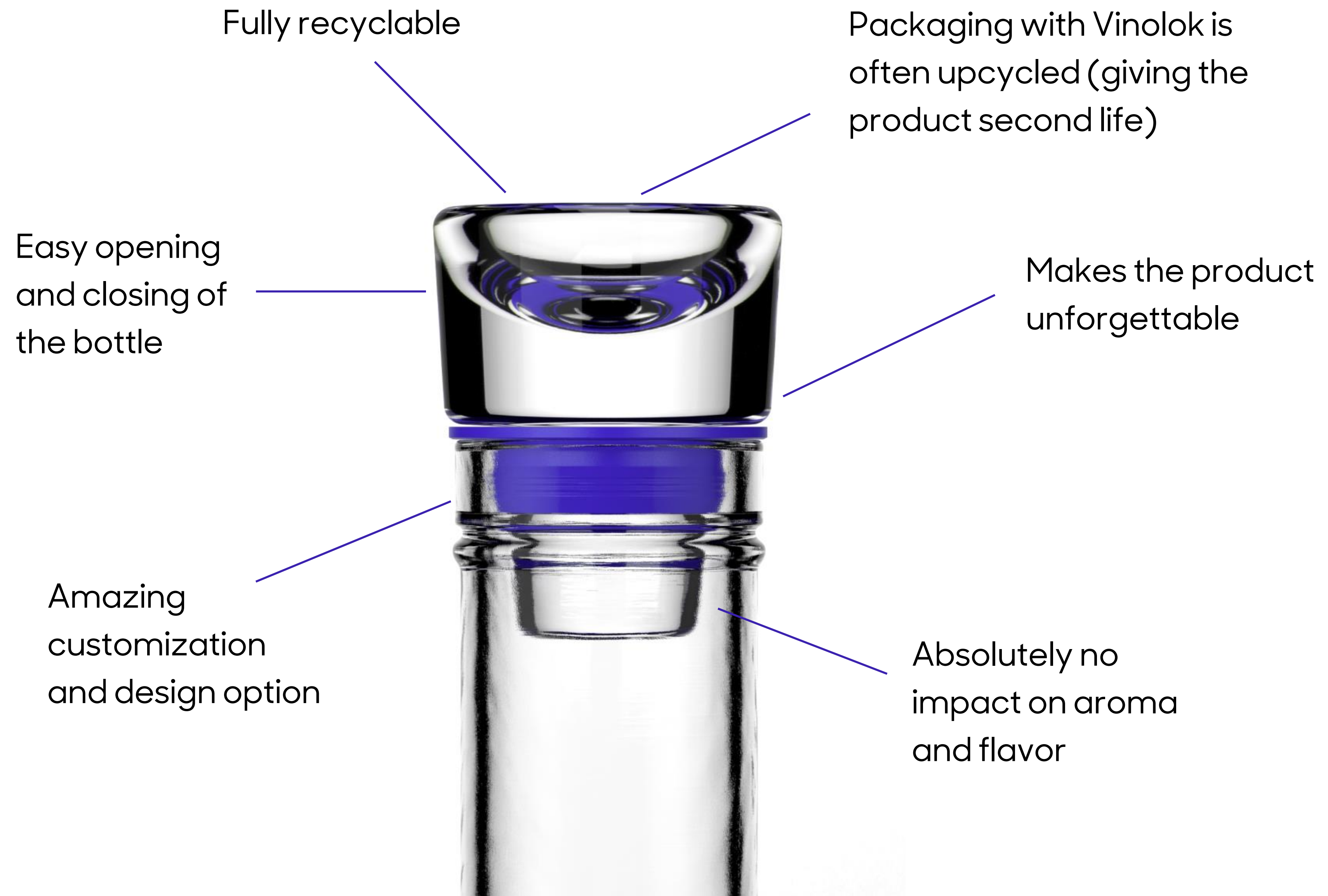


TRENDS

People are looking for new experiences, and want to get the best out of everything they do at a time when health and wellbeing are more important than ever.



WHY VINOLOK IS BEST FOR NO- AND LOW- ALCOHOL SEGMENT



SUSTAINABILITY

Glass is a beautiful, iconic material, and consumers love it.

Glass is infinitely recyclable without any loss in quality. The sealing ring is also recyclable in the same way as low-density polyethylene. The result is fully recyclable closure.

Reusability and the second life is another important aspect.

The benefits of glass packaging are clear: it's sustainable, being fully and infinitely recyclable, reusable, and refillable.



SUSTAINABILITY

Why glass may be a more sustainable choice in the long term?

Made entirely of raw materials found in nature, glass is simple and does no significant harm to the environment. It's the only packaging that's both reusable and infinitely recyclable, with endless lives: glass can be recycled again and again, in an endless loop.

In addition to being a recyclable material, glass can also be reused without losing quality – closing the loop on a complete circular economy.

Vinolok's goal is to motivate our customers towards a circular economy through the possibility of recycling bottles together with the glass closure.

Continuous improvement of production towards maximum reduction of ecological impact is our priority.





Fully
recyclable
closure

CUSTOMISATION OF VINOLOK CLASSIC AND VINOLOK EDGE

Design Options

Chess cut rhinestone



Rhinestone cut



Top printing



Jewellery stone



Embossing



Matt effect



CUSTOMISATION OF VINOLOK CLASSIC AND VINOLOK EDGE

Design Options

Metal sticker



Coloured sealing rings



Colour coating



Metal coating



Side printing



Zamac tumbler



CUSTOMISATION OF VINOLOK CLASSIC AND VINOLOK EDGE

Design Options

Zamac tumbler



Matt effect



Inner metal coating



Inner colour coating



Metal sticker



„Packaging again plays a key role
as the market demands more
premium originality and with an
emphasis on ecology.“



Ready?

Ready? Go!

VINOLOK

Contact:

Name

Email

Phone