

Product profile

Izmail Winery, Ukraine



Curve® places Izmail wine at head of the table

In June 2008, Izmail winery launched a range of table and fortified wines in red, white and rosé – all packaged in the Pure-Pak Curve® carton with Elo-Cap™. Varieties include Cabernet, Port, Kagor, Isabella (a sweet dessert wine) and Kadarka.

Market Information

Top-ten Ukrainian wine producer, Izmail Winery, chose the Pure-Pak® carton to differentiate its young table and fortified wines and create a moderate to low cost option.

This young range appeals mainly to Ukrainian holiday-makers on a budget, who require a seasonal product for picnics, barbecues and other outdoor occasions. Key target areas include Ukraine's resorts, beaches and recreation areas.

For consumers outdoors, the carton is lighter and less breakable than glass bottles, and can be carried more easily and safely. Sales are dependent on the number of tourists at resort areas, particularly during the summer season. Ukrainian wine producers report higher demand for liquid cartons during the spring and summer.

Many brands in the Ukraine have down-shifted into cheaper segments due to the difficult economic situation and a lowering of consumer purchasing-ability. As a result of this, retailers have become more interested in fast-moving, cheap products. Izmail's table wine is marketed as a 'lowest shelf range' to cater particularly for lower-income consumers.

Since launch, the response to the product in carton has been positive. The 'Curve®' catches the eye and this has been reflected in increased sales. Key benefits include a more lightweight product, larger design surface and increased space for consumer information, plus the inclusion of a convenient cap.

Izmail winery's range was launched via in-store tastings - promoting 'satisfactory quality at a fair price'.

Retail Price

€1,20 Euro

Distribution

Ambient distribution to food-stores and supermarkets.

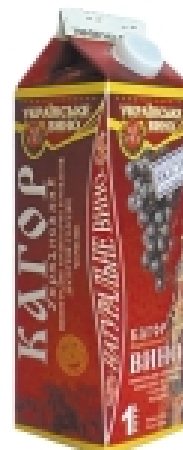
Technical Information

This product is filled on a Galdi R-G50 SC filling machine into Pure-Pak Curve® cartons UV605620, with Elo-Cap™.

Additional Information

Izmail winery was established back in 1949 but this is the first time it has partnered with Elopak. The company has developed the technology to create 59 different wines overall, with a production capacity of up to 16,000 tons per season.

Much of the Ukraine sits on the same latitude as some of the top French wine producing regions and thanks to the launch of wine in Pure-Pak® by three new Elopak customers, the Ukrainian wine market increased by 10% during 2008-2009.



Pure-Pak®
CURVE