

Product profile

Biznes Vyn, Ukraine



Pure-Pak® pushes business for Business Wine

In May 2007, Biznes Vyn in Belgorod-Dnestrovsky, launched a line of table and fortified wines, packaged in one-litre Pure-Pak® carton with cap and membrane.

Market Information

Biznes Vyn ('Business Wine') is one of the ten largest wineries in the Ukraine. Its range of 22 wines in red, white and rosé, includes varieties such as Chardonnay, Cabernet, Port, Kagor, Isabella (a sweet dessert wine), Kadarka and Tamyanka.

This moderately priced range of young wines is popular with tourists in Ukraine's beach and recreational resort areas. Aimed at lower income consumers, it's a popular seasonal product. Ukrainian wine producers report higher demand for liquid cartons during the spring and summer. For 'out-of-home' consumers, the carton is lighter and less breakable than glass bottles, and can be carried more easily and safely. It's perfect for picnics and outdoor consumption thanks to the Pure-Pak® carton's unbreakability and consumer-friendly cap.

As wine drinkers shift to cheaper segments, retailers have become more interested in fast moving, lower priced products. The Standard Pure-Pak® carton was chosen by Biznes Vyn as a more cost effective and lightweight solution to the glass bottle or aseptic system and its large surface has been used to great effect. The addition of decorative features and consumer information, all reinforce the brand's image as a truly Ukrainian product and have boosted sales of the wine in Ukraine's resorts and recreational destinations.

Consumers have welcomed this satisfactory quality wine in good packaging, at a fair price - and this is reflected in increased sales. Marketing activity has included in-store wine tastings.

Retail Price

Product has an RRP of €1,20 per litre.

Distribution

It is distributed in the ambient chain through food stores and supermarkets, as a 'lowest shelf' product with a value price.

Technical Information

Biznes Vyn is packed on Galdi RG-50SC and UFAS filling machine (supplied by a Russian machine-building factory) into one-litre Pure-Pak® cartons UV605120. It features a cap with membrane supplied by Adam Pack.

Additional Information

Much of the Ukraine sits on the same latitude as some of the top French wine producing regions. Thanks to the launch of wine in Pure-Pak® by three new Elopak customers, the Ukrainian wine market has increased by 10% and Pure-Pak® is fast becoming the wine package of choice in the region.



Pure-Pak®