

# Product profile

Odessawinprom, Ukraine



## Odessawinprom's Young Wines Get Curve Appeal

In January 2008, Odessawinprom launched a range of 23 red, white and rosé wines in Pure-Pak Curve® cartons with Elo-Cap™. This selection of good quality, young wines at a moderate price includes Chardonnay, Cabernet, Port, Kagor, and Muscat.

### Market Information

During a period of enormous growth and change over the past ten years, the tastes of Ukrainian consumers have modernised a great deal. However, there are still a lot of Eastern European consumers with low purchasing power. The economic crisis caused consumers to become more price-sensitive as disposable income declined. There was a marked increase in wine sold in cartons, in part thanks to its attractive price in comparison to that of the glass bottle. Cartons are now a popular option to meet the growing demand for inexpensive wine of adequate quality, at a lower price per unit.

Marketed as a 'lowest-shelf range', this range of Odessawinprom wines capitalises on its cheap price and large assortment of varieties. As part of the low to low-plus segment, these wines have developed a positive reputation and keen following amongst consumers on low incomes, and are popular as a seasonal product for picnics and outdoor consumption.

Currently only on sale within the Ukraine, the success of Odessawinprom's range - thanks to the eye-catching Pure-Pak Curve® carton and convenient Elo-Cap™ closure - means that it might also have potential to do well in the Russian market in the future.

Founded in 1857, Odessawinprom is the Ukraine's oldest wine-making enterprise. Over the years, its wines have been awarded 187 medals and eight Grand Prix, topping the Ukrainian industry ratings on more than one occasion. Part of the Ukrainian winemaking elite, Odessawinprom is one of the biggest manufacturers of sparkling wines in the Ukraine under the brand name 'French boulevard'.

### Retail Price

€1.30 Euros per litre.

### Distribution

Ambient distribution.

### Technical Information

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

### Additional Information

This is the first time that Odessawinprom has partnered with Elopak to package wine.

Odessawinprom manages and undertakes the complete wine-making cycle across more than 2,530 hectares of vineyards located in three climatic micro-regions. Its whole technological process - from the cultivation of the grapes to the packaging of the finished wine - is controlled by a single, unified management system.



**Pure-Pak**  
CURVE