

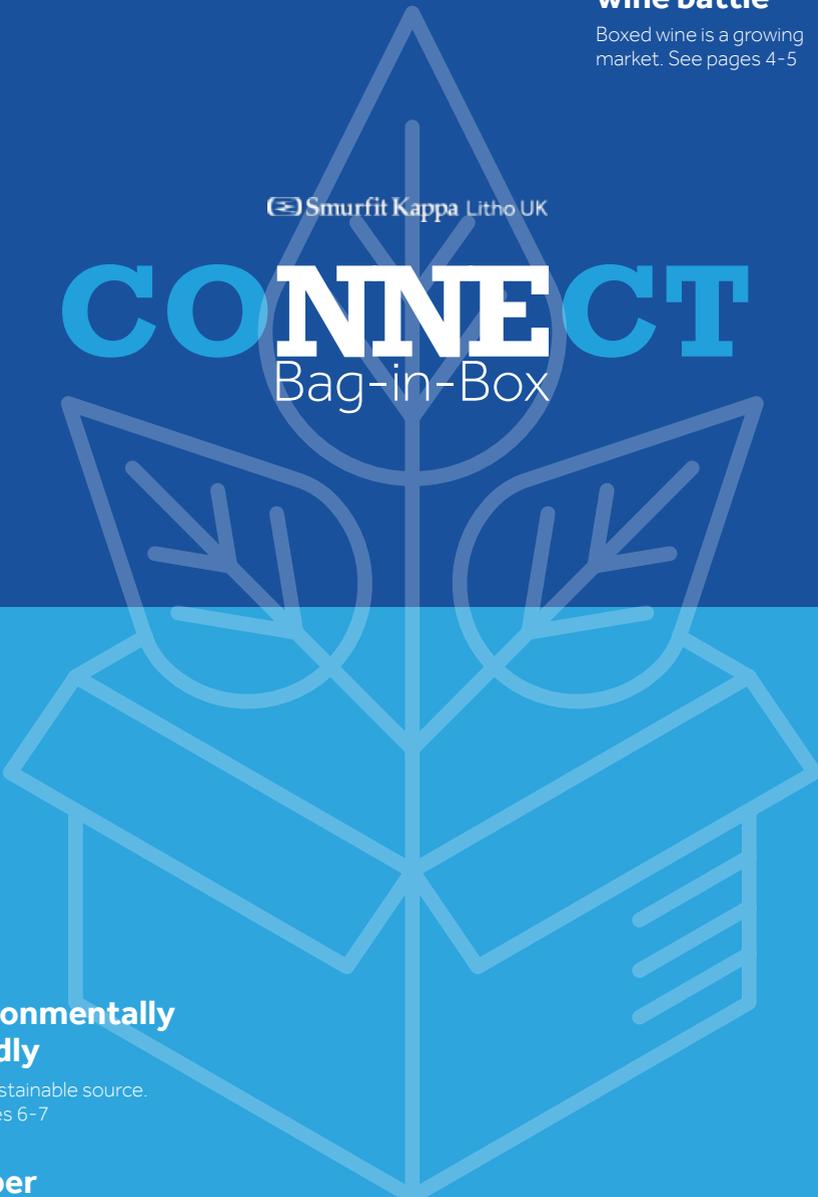
Bottle v Boxed wine battle

Boxed wine is a growing market. See pages 4-5

 Smurfit Kappa Litho UK

CONNECT

Bag-in-Box



Environmentally friendly

A fully sustainable source.
See pages 6-7

Tamper proof taps

A market first.
See pages 12-13

Spring edition **2024**



Welcome to the new edition of Connect Bag-in-Box.

2023 has been an exciting year for Bag-in-Box. We have faced challenges and opportunities.

The challenges of Covid were not far behind us before we have found ourselves in a cost-of-living crisis and record high inflation. Retailers and consumers being ever more focused on sustainability and wanting an understanding of the effects of their packaging on the environment.

A Bag-in-Box solution continues to represent both value and a sustainable product to the consumer.

We would love to hear your feedback about this edition and what you would like to see more of in the future. Also, any comments of how you see the Bag-in-Box marketing developing over the coming years.

Drop an email to christian.lee@smurfitkappa.co.uk to let us know.

inner

CHILEAN
SAUVIGNON BLANC
Wine of Chile | 2020

Wine of Chile and Sauvignon Blanc. This wine is a perfect balance of exciting aromas from the South Pacific and the South American to give a clean, crisp, refreshing character. Marketed with refreshing energy.

M&S Round & Plummy Merlot, 2002, 13.5%
Box: £11.50, 2.25l (£3.83/75cl), M&S in stores - Score: 4
Bottle: £6.20, 75cl, Ocado and M&S in stores - Score: 4

House by Sainsbury's
Box: £13.50, 2.25l (£4.50/75cl)
Bottle: £5, 75cl

Box wine is a growing market. Over 15 million people in the UK have brought box wine.

Bottle v box wine battle



Wairau Cove Marlborough Sauvignon Blanc, 2022, 12%
Box: £20.50, 2.25l (£6.83/75cl), Tesco - Score: 3
Bottle: £7.50, 75cl, Tesco - Score: 2

19 Crimes
Box: £15, 2.25l (£6.67/75cl)
Bottle: £8, 75cl



winner

FROM the box, this white Sauvignon from Marlborough in New Zealand was rounder, more balanced and more vibrant than the same wine in its bottled version. That was noticeably more acidic, disjointed and weedy in the mouth.

Easily sippable straight from the carton, which will keep for ages once opened if stored in the fridge, it also wins on value for money, with a big saving compared to the bottle version.

If you do opt for the traditional packaging, I would suggest drinking it alongside a mouthful of protein to soften it up.



Cimarosa Australian Chardonnay, 12.5%
Box: £13.99, 2.25l (£4.66/75cl), Lidl - Score: 3
Bottle: £4.69, 75cl, Lidl - Score: 2

Nico
Box: £22.50, 2.25l (£10/75cl)
Tin: £2, 25cl (£6/75cl)



Bag-in-Box recently hit the headlines with a full page article in the 28th September's edition of the Sun.

The popular misconception that Bag-in-Box wine is of poorer quality than bottled wine, was well and truly put to the test...



A fully sustainable source.

The boxes are all from FSC® approved suppliers, this means we can locate the forest the paper has come from and ensure it is replanted.

FSC® Certification for Bag-in-Box

- All paper used in our Bag-in-Box is now Forest Stewardship Council (FSC®) certified
- FSC® promotes responsible, sustainable forest management
- On-product labels can be printed on your pack to promote this
- Consumers associate the FSC® logo with green, sustainably sourced paper

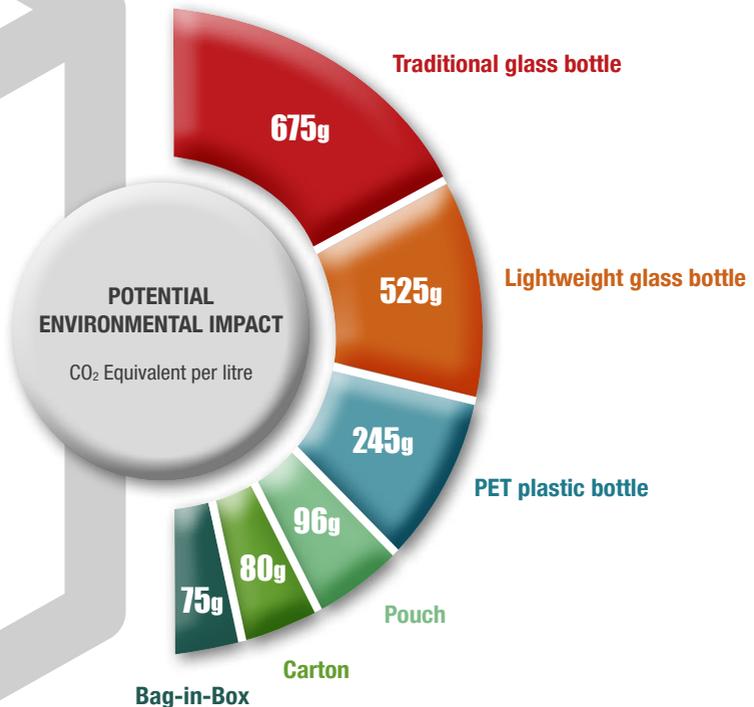


Creating the future together

Bag-in-Box is the environmentally friendly drinks choice.

Sustainability tends to be a buzz word at the moment.

However, we do pride our ourselves that boxed wine has the lowest CO₂ output compared to other wine packaging formats.





Smurfit Kappa
are proud to be sponsors of the

people's choice drinks awards ✓

This competition is unique in that it is the only national drinks awards to involve consumers in the judging process, sitting alongside professionals, including sommeliers, prominent drinks buyers and members of the drinks press.

“**Bag-in-Box is one of the top choices for taking to a party to share with others.**”

There are two categories for Bag in Box:

**Boxing Clever Red
& Boxing Clever White\Rose**



The 2023 WINNERS

for the Bag-in-Box
category are...

The friendly team who run the
Awards will be more than happy to
talk to you about the competition
in more detail.

Contact

janet@peopleschoicedrinksawards.com
for more information.



MAKE IT premium

Recent market research shows Bag-in-Box wine is mass produced and is different to wine in a bottle. One of the key ways to demonstrate the quality of the wine, is to ensure the box looks and feels premium.

Making the box look premium can be achieved in several different ways. Firstly, does the box stand out on the shelf, can you move away from the traditional standard rectangular Bag-in-Box. Fun, creative shapes and designs can really catch the consumer's eye.



Boxed wine is a growing alternative to the traditional bottle of wine. With a growing range of customer choice of wine and sizes...

...it's worth checking out.

soft-touch

Soft-touch finish is a great way to encourage people to interact with your product as it offers a premium, tactile experience.

gloss varnishes

Two levels of water-based gloss varnish are available, plus a UV high gloss option. They are all applied in-line during the print process.

standard gloss (ngv)

This varnish is our most popular, as it offers a good level of gloss that covers most applications.

super high gloss

If a higher gloss level is required, this varnish offers that in a water-based option.

matt varnish

Two levels of matt varnish, both water-based and applied in-line during the print process:

semi matt

Our standard matt varnish offers a good balanced, low-gloss level.

ultra matt

A very flat, matt finish with low reflective qualities. It can alter an ink colour due to the flat effect so this should be taken into consideration during the design process.

foil blocking

Foil blocking is an off-line process where an image is applied to the outer liner material via a heated die and stamped onto the foil. It is considered environmentally friendly as foil is recyclable. It is used to give packaging a premium feel and helps it to stand out on the shelf.

Commonly associated with metallic golds and silvers, there is a vast range of different foils available, including metallic and solid colours as well as more specialist finishes such as rainbow and holographic effects.

Foiling can be combined with embossing and debossing processes to create more complex designs.

embossing and debossing

Embossing uses a metal die to create raised patterns stamped into the outer liner material. Debossing uses the same process but creates indented patterns.

Intricate designs can be applied and they add a tactile finish to any pack – enhancing both the visual appeal and user experience.

Embossing and debossing can be used in combination with other finishes, such as foiling or gloss varnish, to create attractive results to help your pack stand out.

Smurfit Kappa launches first tap on the market...



Smurfit Kappa has patented a new innovative Vitop® Uno tap which is the first tap in the Bag-in-Box market to have attached tamper protection.

The new tap design is compliant with the forthcoming Single Use Plastics Directive as it does not require the consumer to remove the tamper protection. Instead, it is deactivated when the product is first used and remains an integral part of the tap without affecting the subsequent use of the Bag-in-Box® product.

This innovative solution eliminates the possibility of the tamper protection plastic ending up in the environment which can happen with detachable tamper protections. After use, the consumer can easily separate the box from the bag with the tap and send them for recycling in accordance with their country's recycling regulations.

...with attached
 tamper protection.

 Smurfit Kappa Litho UK

CONNECT

Bag-in-Box