

WHAT IS BAG-IN-BOX®?

Bag-in-Box® was developed many years ago for the safe transport and storage of liquids. Over the years it has become more familiar in the retail space, and with the increased pressure on sustainability and consumer purchasing behaviours, changing to 100% recyclable packaging is seeing a large growth in the drinks industry.



Available in a number of sizes to suit cider producers looking to:



Sell to supermarkets for consumer retail.



Sell direct-to-consumer via eCommerce platforms.



Sell to pubs & other establishments for higher volume use.

Advantages of BAG-IN-BOX®



COST SAVING

Standard sizing available saving on origination costs and up to 92% reduction on transport space reducing transport costs.



SUSTAINABILITY

Up to 8x lower carbon footprint than a traditional glass bottle. Bag and box 100% recyclable.



PRODUCT FRESHNESS

Airtight design reduces oxidation, keeping the liquid as fresh as it was when boxed.



INCREASED VOLUME

Various capacity options available, including 20 litres which is equivalent to over 35 pints.



PRODUCT PROTECTION

The Bag-in-Box® has both the protective bag layer and the external cardboard outer, ensuring increased product protection compared to glass bottles.

Why Bag-in-Box® FOR CIDER?

<p>Optimises product exposure in a competitive marketplace.</p>	<p>Reduces storage and transport costs.</p>	<p>Delivers great customer experience and encourages repeat purchasing.</p>	<p>Increases sales volume through multi-channel offering and increased product volumes.</p>	<p>Communicates through fully branded packaging.</p>

FIND OUT MORE

Contact **Andrew Richards** at Smurfit Kappa Barnstaple on **07562 208254** or visit smurfitkappa.com/cider

