



Press release

Winestar® launches its Premium French wines in cans

Paris, September 9th 2013 : For the first time, Winestar® offers a range of wines from Château de l'Ille, a producer in Languedoc, in attractive cans which look high class and are specifically designed for wine. Ecological and affordable, this unique new format provides a solution to nomad consumers. Honored by the SIAL innovation 2012 award, Winestar® was inaugurated at the Vinexpo 2013 trade show in Bordeaux.



A range of Premium wines from award winning Château de l'Ille domain

The 3 wines selected in the range are from Château de l'Ille. These wines have been produced for over 30 years by Pol Flandroy, independent winemaker who has been awarded more than 200 medals for his wines over the years. The current range includes the following wines:



- For the red wine, Winestar® chose the « Cuvée Andréas », a full bodied and fruity wine ideal with meats, and cheese. It is a blend of Syrah (40%), Mourvèdre (30%) Carignan (20%) and Grenache (10%).

- The white one, « Cuvée Emilie », is a fresh wine with pineapple and grapefruit notes. It can be served with any seafood such as fish and shellfish and vegetables like eggplant or zucchini. This wine is a blend of Malvoisie (55%), Rolle Vermentino (25%) and Grenache blanc (20%).



- The rosé wine, « Cuvée Alexandre », is defined by red fruits notes, and delivers a balanced taste. It is a perfect blend of Syrah (80%) and Grenache (20%) and is ideal with grilled meats, pizzas, cheese and salads.



Winestar® wines participated in the CWSA International wine contest against more than 5300 wines and all received a medal (including Gold !). It is the first time ever French wines in a can receive a Gold Medal. During the blind tasting, the judges could not imagine the wines came from cans. This is yet another testimony of the quality of Winestar® wines.

Cans are retailed around € 3,00 in France, in delicatessens, wine stores and can be ordered online (www.winestar.fr). They will also be offered in corporate restaurants, buffets, events, and in restaurants with take-out services. Many orders are already placed for sales in export markets, such as UK, Belgium, Denmark, Finland, Norway, as well as China and Russia.

An answer to the current consumption

Every year, the canned beverages market increases by 10 to 15% in Europe.* Cans meet the demand of young adults looking for a new consumption experience. These consumers particularly enjoy having their drinks in places related to their nomadic, festive way of life: picnics on the beach, a walk in the woods, in a park, or to enjoy it moderately while having a snack. Even if they do not have the same consumption habits as their elders, they are just as demanding about quality. The single-serve size enables consumers to control the volumes, to avoid waste, and to create personal “mini-cellars” at home. With Winestar®, you can change wines during your meal and drink the wine you really want!

Trendy, compact and light, the design is perfectly appropriate to be carried (train, plane, ship, etc.) or to be offered in luxury hotels mini-bars.

* Sources: Euromonitor International and Ball Packaging Europe, 2012



An innovative packaging

Wine in a can opens up new horizons. Wine is a very delicate product. In order to strengthen its protection, Winestar® has cooperated with Ball Packaging, one of the world's leading aluminum can maker to develop an oxygen and light resistant packaging with an internal coating specifically designed for wine. It protects the wine quality without altering the taste and without oxidizing it.

Winestar® offers its quality wines in 187 ml single-serve sizes, ¼ th of a bottle.

An ecological solution

Cans have many advantages compared to glass bottles. First, this is the most recycled packaging in the world: all cans are 100% recyclable. Metal does not lose its inherent properties over the time or its drink protection quality, which is not altered by the recycling cycles. In less than 60 days after having thrown the empty cans away, recycling enables to create new steel or aluminum products. Thus, natural resources are preserved: 75% of the aluminum produced until now is still used.

Besides, a single can recycling enables to save until 95% of the required energy for the virgin aluminum production, which directly impacts the reduction of CO2 emissions.

Finally, manufacturers never stop improving the reduction of cans weight, and use less raw material: in 40 years, they moved from 83gr to 10gr!

For 25 years, the combined efforts of the cans reduction and the recycling led to a reduction by more than 50% of the CO2 emissions!

* LCA study (life cycle) carried for the European food and drink industry.

About Winestar®

Winestar® offers quality wines in cans from great French appellations. Winestar® was awarded the SIAL Innovation prize 2012 and featured in the BFM Academy contest on French radio and TV. It is also the first French Wines in can to receive a Gold medal at an international wine contest.

Winestar® is a trademark of Fabulous Brands, creator and distributor of innovative drinks (beers, wines, ciders, instant teas).

Its premises are based in Malakoff, near Paris.

Website : www.winstar.fr

Press Contact:

Cédric Segal / cedric.segal@winstar.fr / +33 1 83 62 33 11 / +33 6 62 25 03 59