



Wine cans range



ABOUT ARDAGH METAL PACKAGING

Ardagh Metal Packaging (AMP) is a leading global supplier of sustainable and recyclable, metal beverage cans to brand owners. A subsidiary of sustainable packaging business Ardagh Group, AMP is a leading industry player across Europe and the Americas with innovative production capabilities and known for its outstanding quality and customer service.



\$4.1bn global sales



24 production facilities



5,000+ employees globally



Manufacturing in 9 countries



100% infinitely recyclable materials

WHY WINE IN CANS?



Trend toward responsible drinking and **portion control**



Cans can be stacked to make **maximum use of storage**



Online channels show increase in wines sales: **perfect for home delivery services**



A pallet can **carry up to 4 times as many cases of cans**



New distribution channels: practical for air, rail and sea travel industries



A truck can **carry up to 2.5 times more beverage** contained in cans versus other packaging



Ideal export solution: weight and space – efficiencies throughout distribution chain reduces CO₂ emissions



Cans are **shatterproof**



Ocean freight – **maximum container load**



Air transport – an empty **250ml wine can weighs only 12g**

Canned wine consumption continues to grow: **13.6%** in Europe and **8%** in the North America (compound annual growth rate 2022-2026)*

*Source: Global Data 2022

WINE CANS RANGE

PRODUCT BENEFITS

- Single-serve and convenient
- Best protection for your wine: air-tight, light-proof
- Unbreakable and shock-resistant
- Lightweight and stackable for optimised transport
- Eye-catching graphics for optimal shelf appeal.

TECHNICAL SPECIFICATIONS

- 100% recyclable aluminium material
- Approved by legal regulations single serve can sizes:
 - Europe: still (187ml, 250ml); sparkling 200ml
 - United States: 187ml
- 12-month shelf-life
- Support by our technical experts.

Ardagh's unique can standards guarantee safety and quality of your wines and wine-based drinks



WE SHARE OUR EXPERTISE IN FILLING AND DECORATION WITH OUR CUSTOMERS.

- We test each wine for compatibility prior to filling in our own laboratory
- We advise on wine and filling parameters for guaranteed quality
- We support beverage companies starting with their own filler or with qualified third-party wine-in-can fillers
- We advise on decoration options to highlight your branding.

BOOST YOUR VISIBILITY!



PREMIUM PRINT

Our Premium Print technology delivers stunning high-definition drawings, photographs and tiny details on cans. Premium Print is perfectly suited for reproducing advanced graphics or imagery, achieving fine fruit details or small line work. The ideal technology for making your product stand out on the store shelf.

PRODUCT BENEFITS:

- Ability to produce compelling graphics that command attention
- Enables photo-realistic images.

COLOURED SHELLS & TABS

Shells in gold or black and coloured tabs are an ideal way to add individuality to the can end, making the product more attractive.

PRODUCT BENEFITS:

- Attracts consumer attention
- Simple yet effective enhancement allows product to stand out from the crowd
- Easy handling of wine types in professional catering (catering trolley, cooler bag).



LASERED TABS

Lasered tabs involve directly marking short text, graphics or simple logos onto colored tabs to enhance can design and emphasize brand messaging.

PRODUCT BENEFITS:

- Enhances can design
- Emphasizes brand messaging.



MATTE FINISH

Our matte finish adds elegance to your wine cans, lending packages a premium look. The effect works well on both light and dark colours.

PRODUCT BENEFITS:

- Unique finish draws consumer's eye at the point of sale
- Visual and haptic enhancement
- Strong contrast to glossy competition.



WHAT OUR CUSTOMERS ARE SAYING:



“Wine is the drink that evokes romanticism, art and tradition. Traditionally, wine is connected to a glass bottle closed with a cork stopper. The 100% recycled aluminum can has established itself as a trendy, lighter packaging alternative, especially attracting a younger target group. Ardagh’s development of a dedicated Wine Can made this alternative a reality. Ardagh’s expert support facilitated our decision to offer a mobile service in Portugal and Spain, allowing small and medium wine producers an environmental friendly alternative, which is easy to consume at festivals, pools and on-the-go.”

- Joaquim Carvalho, CEO, LEM Lda.



“Ardagh’s special cans and technical support ensure constant quality for still, sparkling wine and wine-based drinks.”

- Julia Weis, Product Manager at Peter Mertes



The iconic brand from Sociedade dos Vinhos Borges dates back to 1905, yet Gatão has a fresh, bold image with strong appeal for younger consumers, and adopting Ardagh’s Wine Can is a move that has the next generation of wine drinkers firmly in mind.



“Thanks to Ardagh’s Wine Cans, we were able to achieve a design that attracts the customer’s attention while maintaining the highest quality of our sparkling wine. The matte finish adds elegance resulting in a premium look of our wine cans.”

- Janina Boehnke, Product Manager at Peter Mertes



“For us, the can is the ideal packaging for this exciting cooperation with Robin Schulz. It has the ideal consumption size and reflects the values ‘young, modern, convenient’, so it’s perfect for our target market. Ardagh’s graphics team worked with us to achieve the dynamic ‘night-time’ look we wanted - particularly hitting the right gold tone, which can be a challenge - and we’re thrilled with the finished result.”

- Lisa Etchemendy, Senior Product Manager at Rhodius



“Working with Ardagh’s team and Enlatadora Ibérica was essential for the success our project. The teams created a true partnership, that was crucial in the product development.”

- Flexible Meridian on behalf of the Fladgate Partnership



“The 187ml can offers a direct alternative to the 187ml PET bottle that’s most common in the on-trade and gives customers who are looking to reduce single-use plastic an easy choice. Doubling-down on our commitment to 100% recyclable aluminium as our only packaging material reaffirms our company’s green pedigree.”

- Jeremy May, Co-Founder of NICE



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