#befree



CIN&CIN

FREE

ROSE



CIN&CIN

BE FREE!

Beach, pink sunrise and yoga with friends or maybe the final training for the first marathon in your life or a quick toast after work.

There are many moments in life worth celebrating with a glass of sparkling wine, although it is not the time for alcohol.

No wonder that the CIN&CIN FREE brand has already sold over 1.8 million bottles, and for the summer season 2022 it introduces the new **CIN&CIN FREE ROSE**.

#BEFREE PARTIES

Consumer research* and the lifestyle of young people show that we drink alcohol not for the alcohol effect, but definitely more for celebration, a feeling of being together and for taste. We are more and more willing to avoid or limit the alcohol, but we do not want to give up **celebration and fun**. For the new generation, it's no longer taboo that **alcohol can spoil the evening** or end the party before it even takes its toll. It can also limit your sense of choice and freedom. And that's not fashionable anymore.

Just a few years ago, in consumer interviews, young people openly admitted that when they do not drink at a party, they have the impression of being excluded from the group, and constantly persuading them to change their minds makes them feel uncomfortable.

Now, even during the craziest event, a **healthy lifestyle, regular sports training and even ambitious professional plans for the next day** are more admirable than opposed.

Thanks to such attitudes, consumers are increasingly reaching for non-alcoholic beer, and recently also non-alcoholic wine.



*IQS consumer research, XII 2021

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CIN&CIN FREE – MARKET SUCCESS

In the two years since its launch, CIN&CIN FREE has sold over 1.8 million bottles, gaining **60% of the market share in the non-alcoholic sparkling wine** segment. In the dynamically developing category, which has been dominated by Prosecco for years, non-alcoholic variants are the fastest growing segment!

Beer consumers paved the way. As many as 55% of them drink non-alcoholic beers, spending over PLN 1.2 billion (more than EUR 250 million) on them annually.

This is 6% of the total sales of the beer category in Poland. This is the best proof of how important **freedom of choice** is for today's consumers.

In two years, CIN&CIN has shown that, just like non-alcoholic beer, "FREE" wine retains its original character and aroma, as it is made of grape wine without losing its taste and aroma.

It is worth emphasizing: it has much less calories than popular radlers, is a vegan product and fits all occasions when we want to celebrate, but alcohol or its excess does not match the time, place and occasion.





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FREE ROSE – NEW IN "THE FREE FAMILY"

Being a response to the consumer needs, CIN & CIN FREE is associated with a joyful lifestyle, freedom, optimism and free time spent outdoors.

On this wave, AMBRA BRANDS decided to expand its offer of non-alcoholic sparkling wines with CIN&CIN FREE ROSE.

If we analyze wine trends, it's a natural decision. Pink has become the most fashionable color not only for Procecco.

The Rose sparkling wine market grew +18% (Vol) in 2021. It used to be a niche in Poland, and now accounts for over **5% of the category volume**.

In terms of value, the Rose segment grows even faster, as much as 37% (!). Looking at the category, even without the fashionable Prosecco, you can see a dynamic increase of +14% (bestsellers such as Dorato Rose are growing, but also competing brands with pink variants). Rose wines already account for over **6% of the category value**.

Rose is the most fashionable color, but also the driving force behind the dynamic category of sparkling wines.

CIN & CIN likes to be a leader and at the same time willing to create new products in its category. From July 2022, we enter the market with **the first 0% Rose from a well-known brand**.

As the leader of the alcohol-free revolution, we want to set a new direction for its development.

CIN & CIN FREE ROSE, like its white variety, combines a delicate, fresh and fruity aroma with a noticeable sweetness and acidity in taste with leading fruity notes. The light taste is complemented by a delicate pink color that suits any summer and casual occasion. What is extremely important for conscious consumers of non-alcoholic products – it is marked as 0.0% alcohol.



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FREE

ROSE

CN CODE	22029919
EAN (BOTTLE)	5 901 009 003 632
EAN (BOX)	5 901 009 003 649
BOTTLE DIMENSIONS	305 x 92
BOX DIMENSIONS	L 285 x S 192 x H 313
NET WEIGHT	0,75
GROSS WEIGHT	1,415
GROSS WEIGHT (BOX)	8,72
UNITS IN BOX	6
UNITS ON PALETTE	384
NR OF LAYERS ON A PALETTE	4
COLOUR	ROSE
TASTE	n/a
ALCOHOL CONTENT	0,0%

