BRAND NEW

MICHEL
ANGELO



MichelAngelo

25 years of a famous brand

MICHEL
ANGELO



THE BRAND HAS BEEN PRESENT ON THE MARKET FOR OVER 25 YEARS.
60 MILLION SOLD SINCE 1995.
A RECOGNIZABLE BRAND WITH A GROUP OF LOYAL CONSUMERS.
BRAND OF CULTURE AND ART.

MICHEL ANGELO

NEW CRISTAL BOTTLE





MichelAngelo

Quality

MICHEL
ANGELO

SELECTED ITALIAN WINES
SUBJECTED TO SECONDARY
FERMENTATION CREATE
HIGH-QUALITY SPARKLING WINE
MICHEL ANGELO



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11% OF ALCOHOL

BRAND NEW DESIGN

HIGH QUALITY ITALIAN WINE

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New potentials

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THE NEW MICHEL ANGELO PERFECT FOR A GIFT.

Thanks to the new bottle and the distinction of the wine on the shelf, the brand will recruit new consumers who choose wines as a gift – 30% are guided by the attractiveness of the packaging Other factors driving consumers are brand recognition (39,9%) and price (31,9%)



A WINE HAS TO GIVE THE IMPRESSION OF BEING UNIQUE (APPER MORE EXPENSIVE). THE RECIPIENT MUST FEEL SPECIAL.

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NO CHANGE:	CHANGE:
The EAN codes of the bottle and carton remain unchanged	New recipe - Italian wines
	Change in alcohol content
	New AX codes for internal planning and new SKUs
	AX.692 MICHEL ANGELO CRISTAL GA BPW 0,75/AMB
	AX.693 MICHEL ANGELO CRISTAL GA RPS 0,75/AMB
	Logistics under development - bottle height and weight modifications

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	MICHELANGELO SPUMANTE BIANCO SWEET	MICHELANGELO SPUMANTE ROSE SEMI SWEET	MICHELANGELO SPUMANTE BIANCO SEMI DRY
EAN (bottle)	590 0533 00 362 0	590 0533 00 362 0	590 0533 00 362 0
EAN (box)	590 0533 01 526 5	590 0533 01 526 5	590 0533 01 526 5
Bottle dimensions		86 x 86 x 324	
Box dimensions		L 266 x S 179 x H 334	
Net weight		0,75	
Gross weight		1,45	
Gross weight (box)		8,9	
Units in box		6	
Units on palette		570	
Nr of layers on a palette		5	
% Alcohol content		11%	
Colour	white	rose	white
Taste	sweet	semi-sweet	semi-dry