

CYDR
LUBELSKI

CIDER IS *cider*
BEST THINGS ARE *simple*



RELAUNCH 2022



After several years of decreasing we finally observe the trend reversal and market rebound from the negative trend.

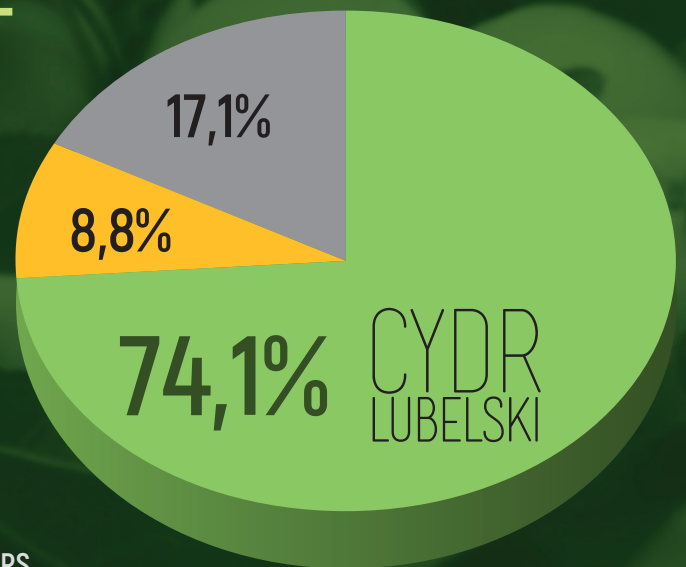
Cydr Lubelski is still the leader of the market and the synonym of the category.

CYDR LUBELSKI – VALUE SHARE

MAT 2021 Total Polska

Cydr Lubelski remains the undisputed leader, and also a **synonym** for the category

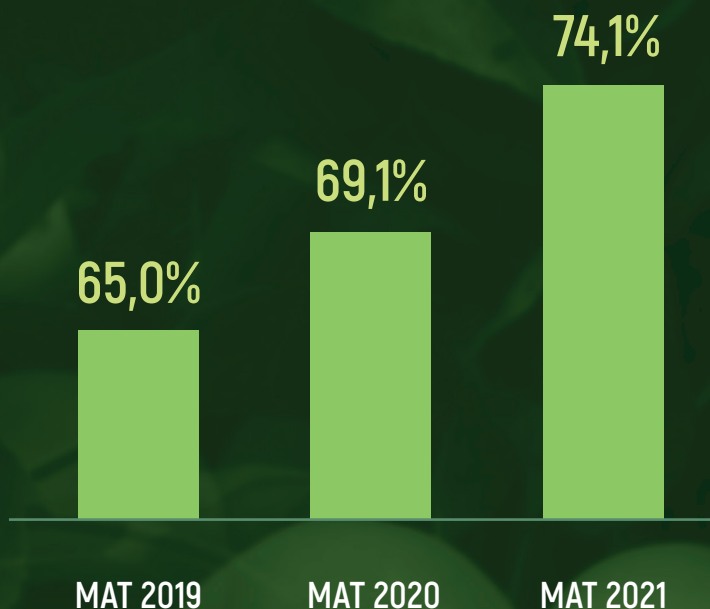
Source: Nielsen MAT 2021 Total Polska



■ CYDR LUBELSKI ■ MIŁOŚLAWSKI ■ OTHERS

CYDR LUBELSKI – VALUE SHARE

MAT 2021 Total Polska



Cydr Lubelski continues to increase its **market share**

VALUE SHARE
MAT, 21 vs MAT, 20

+0,8%

Source: Nielsen MAT 2021 Total Polska

NEW BOTTLE OF CYDR LUBELSKI

CYDR
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In the end, on a shelf but also in consumers mind, cider is competing with both: wine and beer. The idea of a new bottle is to combine best features of these two worlds in one bottle. From one side it should contain the features of craft beer which means it should be authentic, regional and natural. From another side, the bottle, which is 750 ml now looks like wine bottle and is light, elegant and qualitative. The new bottle increase our brand competitiveness in two categories which is unquestionable added value.



ELEGANT & CRAFT VERSION OF CIDER — NEW BOTTLE

CYDR
LUBELSKI



quality lightness elegance
authenticity craftability regionality
naturalness fruity

IN-STORE 2022 ADDITIONAL EXPOSITIONS

CYDR
LUBELSKI



LOGISTIC DATA

CYDR
LUBELSKI



EAN (bottle)	5900533012004	5900533012042	5900533012028	5900533012011	5900533012035
Bottle dimensions	85 x 85 x 310 mm				
Box dimensions	L 265 mm x S 178 mm x H 317 mm				
Net weight	0,75				
Gross weight (box)	8,6				
Units in box	6				
Units on palette	456				
Nr of layers on a palette	4				
% Alcohol content	4,5%				
Colour	WHITE	ROSE	WHITE	WHITE	WHITE
Flavour	SWEET	SWEET	SEMIDRY	SWEET	SWEET