

CIN&CIN

SPRITZ



**SERVE IT
WITH PROSECCO!**

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SPRITZ

REVOLUTION IN THE VERMOUTH CATEGORY

The vermouth category with its sales value 270 mln PLN over the last few years was in the declining trend. Vermouth was not as popular as fashionable Prosecco or drinks based on whisky. They were associated with older consumers keeping a vermouth bottle in a "home bar" drinking it occasionally.

A few years ago, a revolution began, which gave this category new energy - thanks to the new fashion for Prosecco consumed with Aperol in the form of a SPRITZ drink. For over 2 years, Aperol Spritz has been the most fashionable drink in clubs, bars and even restaurants.

As a result, Aperol and its "copies" - products to be combined with Prosecco, began to gain more and more popularity in the HoReCa segment, and later also in the off-trade.

At the moment, it is only a few SKUs, but they are already responsible for 11.5% of the market in terms of quantity and as much as 22% in terms of value!

The leader of the new segment is Aperol, but there is also a space for the "value for money" proposition. Aperol is the super-premium proposition in terms of the price, while consumers are used to the wide availability of inexpensive Prosecco (1/3 the price of Aperol). That creates the opportunity for the new CIN&CIN Spritz.



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BITTER ORANGE
+ PROSECCO





**CIN&CIN
OFFER –
CIN&CIN SPRITZ
Bitter Orange**

CIN&CIN SPRITZ Bitter Orange
is an affordable alternative for Aperol
and together with CIN&CIN Prosecco opens
up potential in the mainstream price segment.

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CIN&CIN SPRITZ BITTER ORANGE 1L



CN CODE	2206 00 59
EAN (BOTTLE)	 5 900533 008595
EAN (BOX)	 5 900533 100855
BOTTLE DIMENSIONS	74 x 93 x 318
BOX DIMENSIONS	L 286 x S 158 x H 336
NET WEIGHT	1
GROSS WEIGHT	1,62
GROSS WEIGHT (BOX)	8,2
UNITS IN BOX	6
UNITS ON PALETTE	480
NR OF LAYERS ON A PALETTE	4
% ALCOHOL CONTENT	14
COLOUR	ORANGE
TASTE	SWEET