

CIN&CIN

STRAWBERRY

*Women's favourite sparkling wine
Now with favourite taste*



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THE IDEA BEHIND THE PROJECT

SPARKLING AROMATISED WINES IS THE FASTEST GROWING SEGMENT IN SPARKLING WINES – AN INCREASE IN VALUE FROM PLN 16.7 MILLION TO PLN 32.4 MILLION (AC NIELSEN MAT FM2020 VS. MAT FM2019). THIS IS AN OPPORTUNITY FOR FURTHER DYNAMIC DEVELOPMENT OF THE CATEGORY.

WHAT IS MORE CIN&CIN HAS ALWAYS BEEN FIRMLY ESTABLISHED IN THE INTIMATE CONSUMPTION AT HOME. LIKE ROMANTIC EVENINGS FOR TWO BUT ALSO SMALLER, HOUSE PARTIES, VERY POPULAR AMONG CONSUMERS OF CIN&CIN. THAT GIVES ANOTHER ADVANTAGE IN THE 2020 CONSUMER SITUATION.

BEST STRAWBERRY IS CIN&CIN STRAWBERRY!

FEMININE CHARACTER OF THE PRODUCT – A LIGHT AND TASTY RECIPE, MATCHES THE BRAND WHICH IS CONSIDERED THE MOST FEMININE IN THE CATEGORY – BASED ON TRACKING RESEARCH (IQS 02.2020 – Q. „THE MOST FEMININE/ FOR WOMEN BRAND“).

THE PRODUCT COMES FROM A BRAND WELL KNOWN TO CONSUMERS – IN TERMS OF RECOGNITION CIN&CIN IS THE NO.2 BRAND IN THE POLISH SPARKLING WINES CATEGORY (76% AIDED AWARENESS).



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A COMPLETELY NEW RECIPE IN THE CIN & CIN BRAND –
BASED ON THE ITALIAN WINE COMBINED
WITH STRAWBERRY JUICE CREATING A SWEET,
SPARKLING COCKTAIL

750 ML BOTTLE, CHAMPAGNE CLOSURE (CORK)

RECOMMENDED SHELF PRICE – AS FOR OTHER CIN & CIN VARIANTS

ALCOHOL CONTENT: 7%

TECHNOLOGICAL DESCRIPTION (PL MARKET):

AROMATISED WINE-BASED DRINK, OBTAINED FROM ITALIAN WINE,
WITH STRAWBERRY JUICE.

Cn code	2205 10 10
EAN (bottle)	5 900533 009233
EAN (box)	5 900533 107403
Bottle dimensions	92 mm x 304 mm
Box dimensions	286 mm x 193 mm x 316 mm
Net weight	0,75 kg
Gross weight	1,37 kg
Gross weight (box)	8,4 kg
Units in box	6
Units on palette	480
Nr of layers on a palette	5
% Alcohol content	7
Color	Rose
Taste	Sweet

