



ALCOHOL-FREE
REVOLUTION –
PART TWO

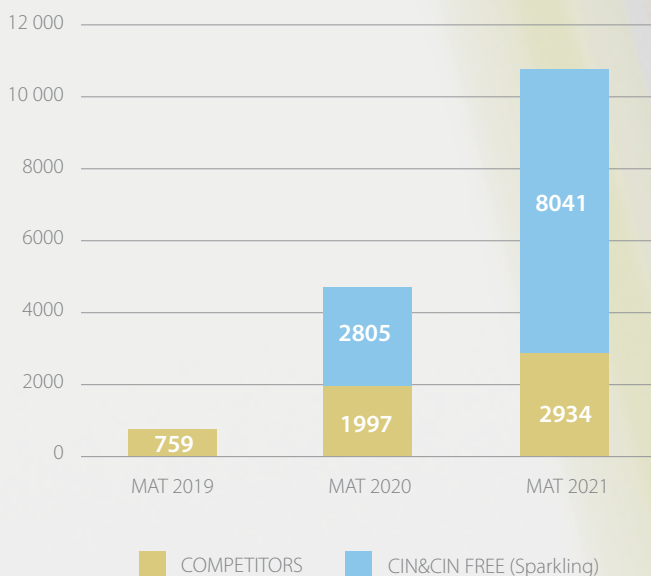
MARKET BACKGROUND

Non-alcoholic beer is a spectacular success on Polish market, becoming the driver of the entire beer category. It's sales have already exceeded PLN 1 billion (more than the entire category of sparkling wines, rum and gin combined). Non-alcoholic beer has become a symbol of modern consumption, but without the limitations associated with alcohol. Growing health awareness of consumers and the trend to be "fit" also helped these products.

At the same time, consumers are looking for alcohol-free solutions for drinking situations in which beer does not fit – toasts, parties, official meetings, weddings, etc.

The solution to almost all of these situations is CIN&CIN FREE. We started with the sparkling wine, which achieved undoubted market success in a short time. Less than two years after it's introduction, the sparkling CIN&CIN FREE has become the absolute leader of the new category (over 70% of value and volume shares) and the best-selling sparkling wine in the CIN&CIN portfolio. High sales dynamics and social trends made us decide to expand the CIN&CIN FREE concept with new products...

POLISH ALCOHOLFREE SPARKLINGS MARKET (000' PLN)



CIN&CIN

OUR IDEA – CIN & CIN FREE VARIETAL WINES

You decide when you choose the wine... and the freedom of choice is the most important feature associated with the CIN&CIN brand. Freedom to act and to be ready for the challenges.

Whenever you want or need to give up alcohol – you have the choice of CIN&CIN FREE. It has the taste and aroma of wine, which you can now enjoy without any restrictions.

We love wine and sometimes the thought of a glass of chilled Sauvignon Blanc or a moment with a good Cabernet Sauvignon in an armchair with a favorite book allows us to get through a difficult day.

However, sometimes we have to opt out of Alcohol. Whether you're on a diet, have toast at work, or when you can't have a hangover the next day, a glass of CIN&CIN FREE is the answer.

If you are looking for a safe, non-alcoholic alternative for an evening for two, or if you need to return to your duties in a moment – you already know what to choose.

CIN&CIN FREE was made from high-quality varietal wines – Cabernet Sauvignon and Sauvignon Blanc from southern Europe, which have gone through the alcohol removal process. This is done gently in a vacuum distillation process. The wine is heated to a temperature of 35°C under significantly reduced pressure, in which only the alcohol evaporates. This preserves all the natural aromatics and flavor notes of the wine.



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CIN&CIN FREE CABERNET SAUVIGNON

ORIGIN:

Made from the selected Cabernet Sauvignon grapes with moderate tannic structure and acidity. The wines for the alcohol free Cabernet Sauvignon originate from famous wine growing regions.

CHARACTERISTICS:

Ruby-colored wine. Ripe forest fruits, currants and cherries on the nose. The dark chocolate accent enhances the aroma experience. Mouth quite light, well-balanced – fruity, fresh, with delicate tannins and moderate acidity.

CULINARY RECOMMENDATION:

Alcohol free Cabernet Sauvignon is the ideal complement for pasta with meat and tomato sauces, pizza, cold cuts and light meat snacks, especially from pork.



CIN&CIN FREE SAUVIGNON BLANC

ORIGIN:

This white wine is composed mainly of Sauvignon Blanc grapes with a good structure and purity typical of this variety, with moderate acidity and the taste of fine fruits. This accounts for its characteristic aroma of black cassis and gooseberry. The basic wines for this alcohol free Sauvignon Blanc wine originate from famous wine growing regions.

CHARACTERISTICS:

A very delicate, straw-colored wine with green reflections. Very aromatic – with notes of lime, gooseberry and sweet tropical fruit, complemented by subtle notes of herbs. Light, crisp and very fruity in the mouth. The intense fruity taste harmonizes well with the clearly marked acidity.

CULINARY RECOMMENDATION:

This alcohol free Sauvignon Blanc is the ideal complement to light dishes like seafood, fish, vegetable salads, goat cheese.

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CIN&CIN FREE CABERNET SAUVIGNON

CN CODE	22029919
EAN (BOTTLE)	5 901009 002277
EAN (BOX)	5 901009 002284
BOTTLE DIMENSIONS	310 x 75
BOX DIMENSIONS	L 233 x S 153 x H 320
NET WEIGHT	0,75
GROSS WEIGHT	1,213
GROSS WEIGHT (BOX)	7,278
UNITS IN BOX	6
UNITS ON PALETTE	600
NR OF LAYERS ON A PALETTE	4
COLOUR	RED
TASTE	n/a
ALCOHOL CONTENT	n/a

CIN&CIN FREE SAUVIGNON BLANC

CN CODE	22029919
EAN (BOTTLE)	5 901009 002291
EAN (BOX)	5 901009 002307
BOTTLE DIMENSIONS	310 x 75
BOX DIMENSIONS	L 233 x S 153 x H 320
NET WEIGHT	0,75
GROSS WEIGHT	1,213
GROSS WEIGHT (BOX)	7,278
UNITS IN BOX	6
UNITS ON PALETTE	600
NR OF LAYERS ON A PALETTE	4
COLOUR	WHITE
TASTE	n/a
ALCOHOL CONTENT	n/a