

*Dorato
Blackcurrant!*
Cocktail Premiere



The inspiration for its creation was the well-known French aperitif – the „Kir Royale” cocktail. This is the brand’s biggest premiere for over a dozen years.

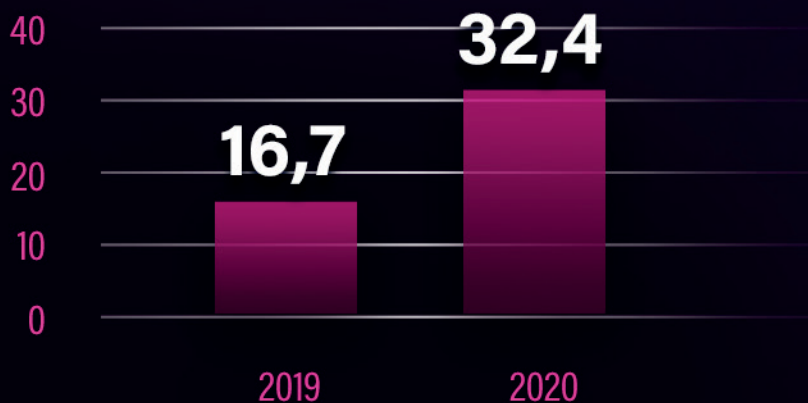
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NEW

The Polish sparkling wine market is booming – in the last year it has grown by more than 18% in value, which makes it one of the fastest growing alcohol categories. Consumers are looking for new flavors and variants, and „bubbles” have become a significant element of social meetings – not only during official celebrations, such as weddings or New Year’s parties, but also casual social occasions in a smaller group.

In addition, more and more often we choose wines in flavored variants – Polish consumers spent over two hundred million zlotys last year (16% more than in 2018) – that’s as much as gin and rum category in Poland combined. Among the flavored wines, sparkling wines are the fastest growing part of the market.

FLAVORED SPARKLING WINES MARKET IN POLAND SALES VALUE (MLN PLN)



Dorato Blackcurrant!

NEW

For almost 30 years, Poles are celebrating with Dorato which sums up to almost 200 million bottles sold. Now the brand meets the consumers expectations and launches a new variant, the taste of which refers to the classic cocktail “Kir Royale” – sparkling wine with a taste of blackcurrant. This is a delicious proposition for a number of occasions when consumers are looking for a light, cocktail taste to sip at a picnic or a party.

Dorato Blackcurrant was created on the original recipe – based on the beloved Dorato taste and wine from the best Polish blackcurrants.

The quality of Dorato Blackcurrant is distinguished by its elegant packaging, in characteristic purple colors and champagne style.

Dorato blackcurrant 0,75 l

Cn code	2206 00 39
EAN (bottle)	5 900533 006621
EAN (box)	5 900533 202443
Bottle dimensions	88 x 88 x 320
Box dimensions	L 265 x S 179 x H 330
Net weight	0,75
Gross weight	1,3
Gross weight (box)	8,2
Units in box	6
Units on palette	570
Nr of layers on a palette	5
% Alcohol content	10,5
Colour	Red
Taste	Sweet

