



KEEP THESE

30

ANNIVERSARIO

MOMENTS

The brand recalls millions
of DORATO celebrations
and presents the unique
limited Edition

DORATO
ANNIVERSARIO

30 years of important moments accompanied with a glass of DORATO

...and what if each of these good, important moments in life were to be kept and turned into a crystal? This is exactly the idea that DORATO came up with by launching its birthday promotional campaign.

Over the past 30 years, several generations have opened more than 170 million DORATO bottles. On the occasion of welcoming the New Year, moving to a new home, the birth of a child, a holiday, a birthday, a dream promotion, a long-awaited engagement and a grand wedding.

We still hear the noise of guests and we wipe the tears of joy accompanying endless toasts. We remember the taste of the cake, shortcrust pastry with fruit and the festive poppy seed cake. We can easily recognize the smell of Grandma's perfume and Dad's cologne. With a smile, we remember how our dog just waited for the cork to be fired, to find it immediately and kidnap it like a precious prey. Even if he had just knocked down the most beautiful Christmas tree ornaments, no one was worried about it. DORATO always put everyone in a bubbly mood.



The unique anniversary edition

Let's keep all these fantastic moments together by opening a limited, jubilee edition of DORATO on the occasion of the 30th anniversary of the brand. Let's invite family and friends. Let's organize an anniversary class meeting. Let's meet our relatives for an evening without social media, but with photo albums found at the bottom of the wardrobe. Let's tell new generations how we celebrated life's turning points.

The occasion is unique! Just like a crystal bottle with a gold label that symbolizes not only all the good moments that accompanied DORATO, but also positive energy, honesty and consistent quality. As a result, DORATO has never gone out of fashion – it is timeless. It withstood time pressures and trends. It is like a family tradition passed down from generation to generation.



The modern campaign for the new generations of DORATO consumers

DORATO is the most frequently purchased sparkling wine on our market. This nobility obliges. During the jubilee „Zatrzymaj te chwile” (Keep these moments) promotional campaign, DORATO will invite **over 18 million consumers** to celebrate together and will show a new spot and a dedicated DORATO birthday page at www.zatrzymajtechwile.com.

Over 2,000 stores across the country with jubilee displays will also join the campaign that starts the 1. November. Each of us will be able to capture special moments not only by opening one of **600 000 jubilee crystal bottles** of sparkling wine, but also by creating unique film memories on your Instagram.

A special gold-crystal AR filter will combine the real world with a bit of fantasy. A team of well-known lifestyle influencers will promote the use of our filter throughout the Christmas and New Year's Eve. The online campaign will start in November and will last throughout the Top-Sales New Year season!



DORATO BIANCO – 30th anniversary edition

DORATO

Cn code	2206 00 39
EAN (bottle)	5 900533 006669
EAN (box)	5 900533 202467
Bottle dimensions	324 x 86
Box dimensions	L 266 x S 179 x H 334
Net weight	0,75
Gross weight	1,45
Gross weight (box)	8,9
Units in box	6
Units on palette	570
Nr of layers on a palette	5
% Alcohol content	10%
Colour	WHITE
Taste	SWEET

