



SUMMER IN THE BOTTLE

Summer time is a perfect moment for launching fresh fruity wines. Gently cooled, served in wine glasses on ice give purely Spanish experience!

El Sol fruity wines are aromatized wines occurring in two flavours: pomegranate and pineapple. Made out of finely selected Spanish wines mixed with fruity aromas. Both are semi-sweet, containing 9% of alcohol, and are available in 0,75 bottles.

EL SOL

9% ALCOHOL

FRUITY AROMAS

REFRESHING TASTE

POMEGRANATE & PINEAPPLE

SPANISH WINE

TRENDY PACKAGE





- ❖ **El Sol** is one of the best recognized wine brands in Poland (65% prompted awareness)
- ❖ The brand's big advantage is its name. For many with understandable meaning (sun), for consumers – with a nice Spanish sound.
- ❖ At the emotional level, the name communicates joy, openness, a positive approach to life, spontaneity and sociability, but also spontaneity and „fiery southern nature”.
- ❖ **El Sol** has been introduced into more casual occasions for consumption; at the party, for fun, on the beach. New **El Sol Pineapple** and **El Sol Pomegrante** Products fits very well to latest trend of flavored fruit wines
- ❖ Aromatized wine category growth year over year + 6.4 % in sales value (Nielsen, MAT AM 2020)



THE WORLD OF EL SOL





Present on market since 2007, **El Sol** has become one of the most recognizable wine brands in Poland. Currently, **El Sol** products are available in five variants - white, red and pink España, red Chile and white Australia. Their characteristic features are light, fruity notes reminding of warm southern countries.

In 2020 **El Sol** has decided to change strategy. From brand strictly focusing on wine, now developing into brand giving experience. Brand mission is to bring more happiness, more Latin atmosphere, and more fiesta into consumers' lives.

This year activities are marked with slogan: „La Impreza Domestica!”.

EL SOL



	PINEAPPLE	POMEGRANATE
EAN (bottle)	 5 900533 007475	 5 900533 007482
EAN (box)	 5 900533 110830	 5 900533 110847
Bottle dimensions	76 x 76 x 310	76 x 76 x 310
Box dimensions	L 236x S 160x H 330	L 236x S 160x H 330
Net weight	0.75	0.75
Gross weight	1.25	1.25
Gross weight (box)	7.55	7.55
Units in box	6	6
Units on palette	600	600
Nr of layers on a palette	4	4
% Alcohol content	9	9
Colour	White	Red
Taste	Medium sweet	Medium sweet