

ROSE LUBELSKI

**NEW
PRODUCT
SEASONAL
RED CURRANT
2021**

LIMITED EDITION



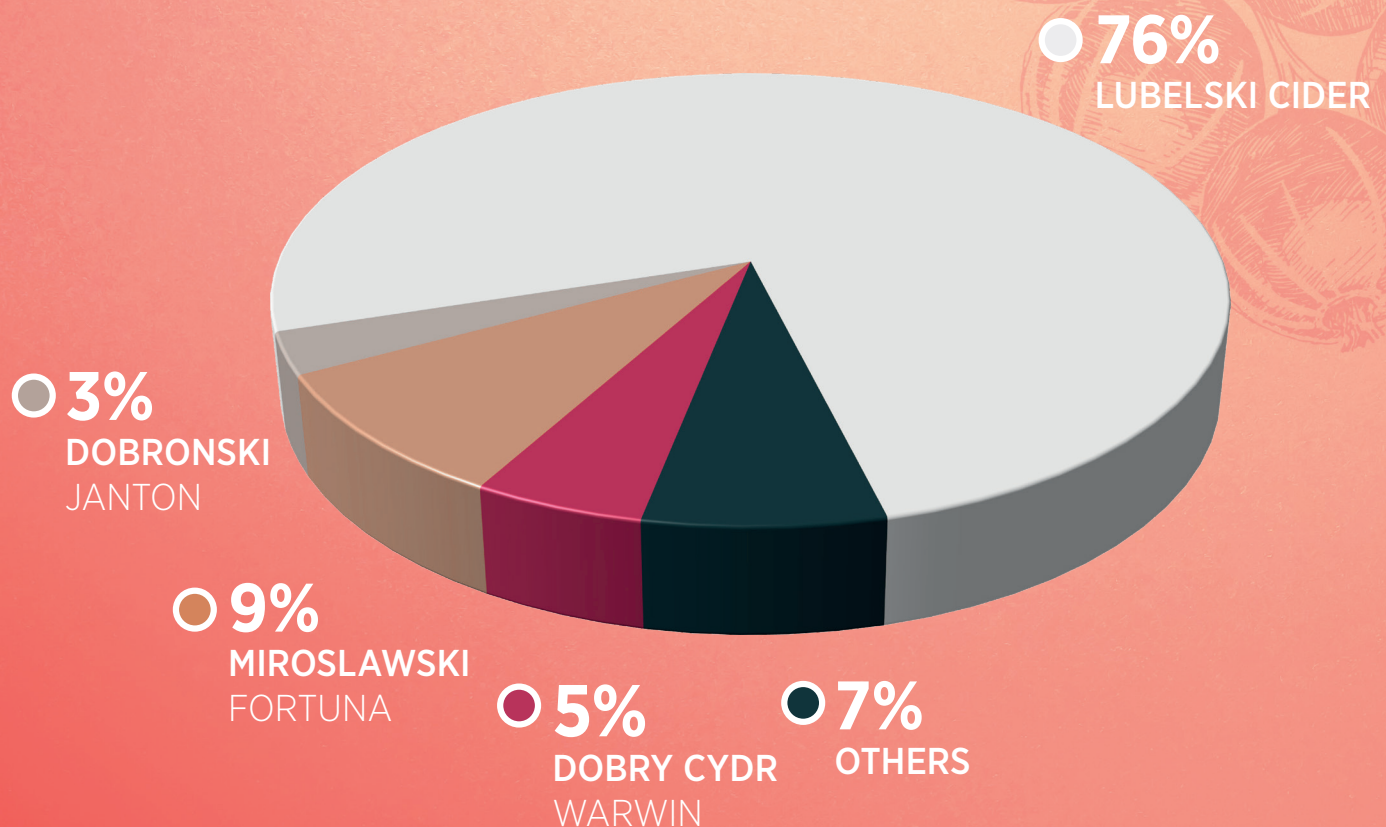
CYDR LUBELSKI

LUBELSKI CIDER

- Lubelski Cider holds 76% of value shares.
- Year by year, Lubelski Cider strengthens its position in the market.
- Cider market in Poland belongs to Lubelski Cider – one brand market.
- Lubelski Cider creates trends in the category.
- Our long-term strategy is based on introducing products that build brand and category value. In 2021, brand launches ROSE LUBELSKI.

VALUE SHARES OF CIDER BRANDS

Total Poland without discounts, MAT MA'20:

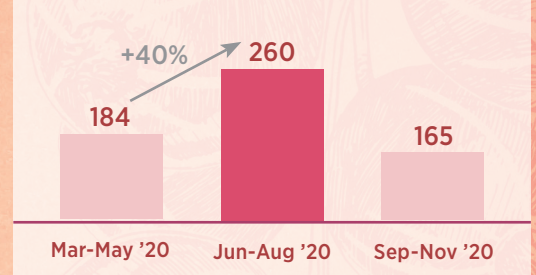


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WHY ROSE LUBELSKI?

- The share of rosé sparkling wines increases year by year 4,7% MAT'21 vs 4,2% MAT'20, (Volume Shares, Total Poland).
- Sales of sparkling rosé wines rise significantly during the summer season on avg. 40%.
- High-quality product.
- Natural & authentic.

Sales Volume [1000L] Sparkling Rose Wine; Total POLAND:



ENJOY
THE TASTE
OF SUMMER
WITH SPARKLING
ROSE LUBELSKI
MADE FROM
FRESH
RED CURRANT
JUICE!

CYDR LUBELSKI

ROSE LUBELSKI

Made from fresh juice of a refreshing red currant. Naturally fermented at low temperature, it retains the most valuable ingredients of the fruit and the authentic composition of flavours and aromas. Naturally sparkling, it will be an offer you can't refuse. Attractively light for wine consumers. A refreshing, natural and universal proposition for consumers of all light alcohols.



Semi-sweet



1000 ml



4,5%



Gluten free

Rose Lubelski 1L

EAN (BOTTLE)	590 0533 01 057 4
EAN (box)	590 0533 01 526 5
BOTTLE DIMENSIONS	89,5 x 89,5 x 307
BOX DIMENSIONS	279 x 188 x 318
NET WEIGHT	1,0
GROSS WEIGHT	1,5
GROSS WEIGHT (BOX)	9,2
UNITS IN BOX	6
UNITS ON PALETTE	480
NR OF LAYERS ON A PALETTE	5
% ALCOHOL CONTENT	4,5
COLOUR	rose
TASTE	semi-sweet

