

WHY CANS for trade?

40

Seconds

Quick and efficient: order, pay and serve, all in under 40 seconds*1



Fast track commitment to sustainability with **infinitely recyclable cans**



Perfect serve, every time.



Efficient transport, chilling, storage and waste disposal

72%

Less CO₂ Emissions

Cans use up to 72% fewer CO₂ emissions p/l than glass bottles*4



Eliminate wine wastage to **profit on every pour**

The need for future formats:

460

Million Litres Wasted

Over 460 million litres of wine are wasted in UK every year, **equivalent to 624 million bottles!***2

46%

of Industry Emissions

Glass production accounts for approximately 46% of emissions in the life cycle of wine production*3

References: *1 (Liverpool Philharmonic case study),*2 (CORAVIN),*3 (the Porto Protocol), *4 (ALKO).

WHY CANS for customers?

Consumer trends:

73%

want more variety

Increased variety - 73% of restaurant goers would like to see more variety of wines available by the glass*5



Less is more

British consumers are increasingly choosing to enjoy their beverages in **smaller portions, but of higher quality***7



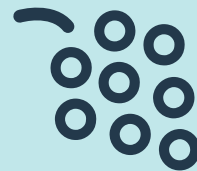
Packaging

Packaging is the **most important** sustainable practice to consumers*6

References: *5 (Proof Insights),*6 (Deloitte),*7 (Guardian).

WHY CANNED WINE CO? ?

Canned Wine Co. elevates experiences where quality is the priority, offering exciting award-winning single serve wines.



Grape variety led - sourcing interesting and unusual varietals



Showcasing the **very best** of European wines



Dedicated technical manager to ensure highest quality



Partners with **Europe's most talented** winemakers

Responsible sourcing:



Ensures fair labour practices and community engagement



Cultivates long-term supplier relationships based on respect, transparency and knowledge sharing



Promotes environmental stewardship & regeneration of place