

Serving wine from bag-in-box

THE WINE PACK is an impact start-up, dedicated to making wine drinking more sustainable. We do this by:

- working together with only European winegrowers;
- using only 100% organic wines;
- offering wines with a rating of 3.7 or higher on Vivino;
- packaging the wines into bag-in-box.

Organic wines lead to more biodiversity in the vineyard and a richer soil life. It also reduces the risk of diseases associated with the use of pesticides. The rating on Vivino stands for high quality wines. Bag-in-box instead of glass bottles lowers the carbon footprint by 80%:

- . production of glass bottles costs a lot of fossil energy;
- . the same is true for melting down the empty bottles;
- . transport of wine in light/compact bag-in-box is more efficient than in heavy glass bottles.

We offer our wines online to consumers in 1.5L and 3L winepacks, containing respectively the same amount of wine as in 2 and 4 glass bottles. We plan to sell our wines also in larger winepacks of 5L and 10L to restaurants/catering industry.

A big challenge is the way the wine can be served, at home and even more in restaurants and at events. The traditional look and feel of a glass bottle with a fancy label and a cork (or screw cap) is often preferred.

The challenge is to design a device to make serving our wines:

- . more attractive
- . easy to handle
- . both in restaurants/catering and at home
- . an integral part of our sustainability journey (a.o. materials used)
- . suitable for different sizes of our winepacks

We offer the possibility to contribute to a more sustainable world, coaching by highly motivated social entrepreneurs and a good glass of wine from time to time.

Cheers to the planet!

THE WINE PACK www.thewinepack.eu

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