



“New developments to watch for are sustainable and recyclable materials, which are suitable for premium products, such as compostable labels and films,” says Twigg. She also highlights resealable cans as having potential.

Innovations in the bag

Other traditions in wine packaging have been shaken up in the past few years, with new innovations coming to the fore and causing excitement.

Tetra Pak and bag-in-box have been around for a while and Euromonitor International says liquid cartons continue to attract consumers – with their low retail prices and lightness being two strong competitive advantages – and the concept is now opening up to new markets. Traditionally considered something for those on a low budget, they are no longer thought of as an inexpensive option at a low retail price.

The size of choice for recent bag-in-box launches has been 2.25 litres and 3 litres – favoured by Constellation Europe for Hardys Nottage Hill in the UK. The pack size and the choice of wine are now above the economy level, and reflect a will to suit both demand for group consumption and social gatherings, while guaranteeing a certain level of freshness and quality.

Another recent innovation is wine in a can, with Guy Anderson Wines working towards launching a 25cl Cancan to sell to regular customers, multiples and supermarkets. Marketing director Howard Price says: “The can will be made for an occasion when you don’t want to take glass, whether it be festivals, any outdoor event or just single-serve occasions. It is also a good option environmentally as it’s light to transport, is completely recyclable and it’s made so that we don’t have to compromise on quality.” ■

The Tetra Pak concept is now opening up to new markets, according to Euromonitor International

CLOSURES NEWS UPDATE

■ **Amorim** saw its unit sales increase by almost 50% in 2010. The cork company recently launched Aquamark – the leader in the latest coating technology. A protective filler coating around lower-grade whole corks brings the performance and looks of the natural cork stopper, but at a price that opens up the mass wine sectors.



■ **Nomacorc** introduced the Select Series to provide solutions for the complex OTR requirements. In addition, the products are the first synthetic closures that can be end-printed. The first two products in the series (the Select 700 and the Select 500) are currently available, with the Select 300 launching in April and the Select 100 later in the year.



■ **Diam** is now available in a range of five different OTR levels. The company is currently concentrating on working towards consistency and is carrying out a study in the US. It has taken the top 30 best-selling wines at three price points and is conducting sensory and technical analysis to look at bottle-to-bottle variation. Results will be revealed next month.

