

Wine and Spirits Labelling Solutions

Labels + Packaging
Brochure
Europe
2021



A canvas
for your
brand



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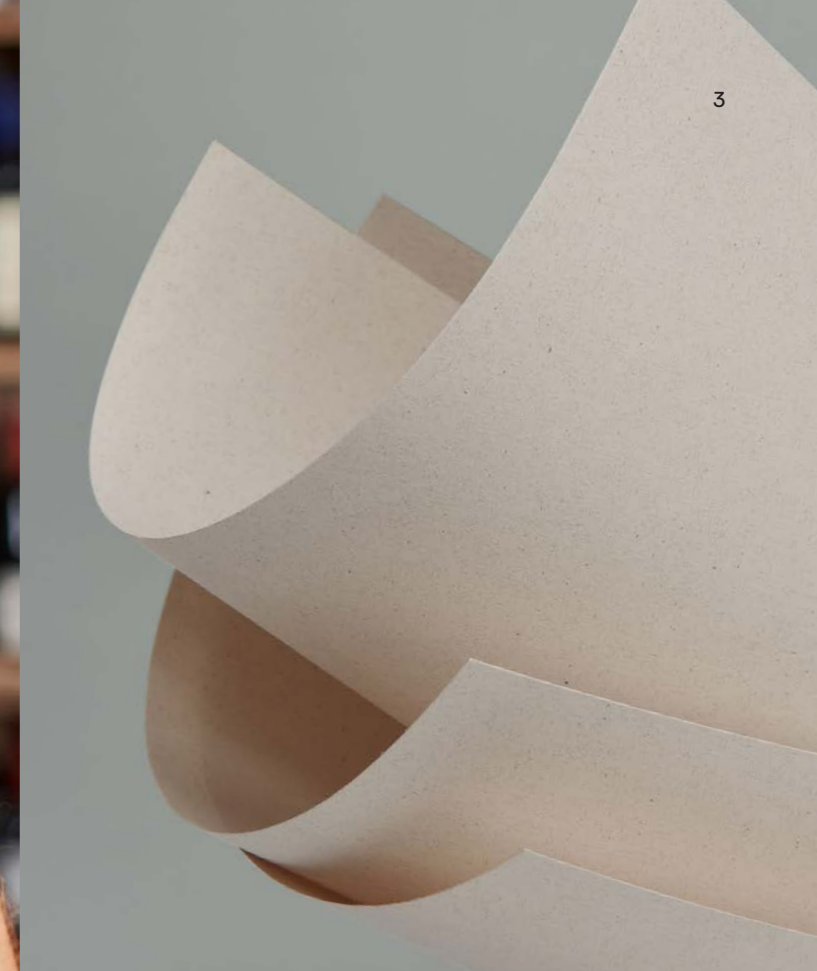
There are as many approaches to design within wine, spirits, and craft beer as there are products and brands. The challenge is creating exactly the right look, feel, and brand message – choosing from among traditional, contemporary, and specialty papers and films. At Avery Dennison, we provide labelling materials that become a canvas for your brand story, elevating your design to capture the attention of your customers.

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– Ralph Olthoff, Global Marketing Director, Wine & Spirits

Industry Trends

The global wine and spirits market is heavily influenced by the concerns of the day, beginning with sustainability. Followed closely are consumers' interest in quality products that meet their everyday needs. For wine and spirits, it's all about experience.



Sustainability

As consumers are pursuing more conscious lifestyles, they're also looking for brands, products, and services that share their values. Organic wine production in Spain, France and Italy alone has grown by more than 70 percent since 2013 (now at 9.5%). According to an August 2018 Nielsen report, 81% of global respondents replied they felt strongly that companies share the responsibility for improving the environment. Between 65 and 85% of respondents from all age groups, responded that it is "extremely" or "very" important that companies take action in implementing programs to improve the environment.

Premiumisation

IWSR and Wine Intelligence research presented at the 2020 Vinexpo in Paris predicted 4.7% CAGR growth for premium and super-premium spirits between 2018 and 2023 - compared with 0.4% for standard-and-below spirits. The conference highlighted young people looking for 'less but better' in alcoholic beverages. Premiumisation has two major benefits: giving a brand's top-of-the-range bottles prestige, and winning the battle on supermarket shelves. We are seeing a new generation of consumers who aren't afraid to pay a bit more for a premium product.

Connected Packaging

Connected packaging, enabled by RFID-enabled labels, are growing in popularity and adoption in the wine and spirits industry as consumers become more familiar with digital brand experiences. Connoisseur consumers and brands looking to prevent counterfeit products in the marketplace are using intelligent labels for provenance tracking, as well as creating unique brand experiences and loyalty programs.

Convenience Packaging

Today's consumer is on-the-go. Binging their favorite wine or spirit beverage along for the ride is important for creating an enjoyable social experience. Improved convenience, including portable and single-serve packaging is making it easier for consumers. With the convenience of food delivery services on the rise, single-serve cocktails and wines are growing in popularity as they can be easily served by delivery and consumed and finished quickly.

Personalization

As consumers learn more about their unique health needs, thanks to big data and widespread biological testing availability, they are becoming more conscious consumers, according to Mintel's Global Food and Drink Trends 2030. Personalized recipes, wine and spirits beverages that fit custom diet plans, and even individualized cocktail offerings are all increasing in popularity.

Non-alcoholic Cocktails & Beverages

Mintel's Global Food and Drink Trends 2030 claims consumers will take a more holistic health and wellness approach to beverage choices in the coming years. This is already evident in the marketplace with the emergence of non-alcoholic wines, beers and cocktails that offer consumers a social experience without the side effects of alcohol consumption.

1. Nielsen, "The Evolution of the Sustainability Mindset," CPG, FMCG & Retail, 9 November 2018.
2. Beverage Industry, "Premiumization trends impact wine market," Taylor Karg, 9 February 2019.
3. Mintel, "Global Food and Drink Trends 2030," accessed 12 May 2020.

Labelling Solutions

Go beyond the 'look' of a label.

These solutions embrace the philosophies of different wine and spirits producers, speaking to brand image, brand values and consumers' needs. Luxurious textures, colours and even scents go hand-in-hand with materials made to protect the planet.

Sustainable solutions

Crush range: of the earth, by the earth, for the earth

The Crush range of facestocks is a sustainable wine label alternative. These papers are produced with 15 percent agri-industrial by-products and 40 percent post-consumer recycled paper, which results in 20 percent lower CO2 emissions than standard label papers.

Recycled range: a sustainable label for a premium vintage

Made using recycled content - up to 100% - these materials speak directly to brand values, and offer everything from sparkling impact to antique appeal. Designers can show sustainability in action, combining a craft or premium look with a strong visual impact.

Responsibly sourced range: materials made from the unexpected

This range defies convention, bringing new life to materials that would otherwise be discarded. Sugar cane waste is used to make a sustainable paper - providing an excellent story for rum producers among others. Cotton provides beautifully textured white, black and extra white facestocks, and the ultimate surprise is reserved for a label made from the marble mining waste stream.

Sensorial Collection

Engaging as many of the senses as possible

Our Sensorial Collection gives you an array of new possibilities for bringing brands to life, with materials that are pleasing to the touch, ear, and nose, in addition to the eye. Choose textured materials made from textile fibers, soft-touch materials like velvet, or materials as authentic as real wood. These are exquisitely crafted, artfully designed labeling materials that can say both "premium" and "artisanal" and instantly convey the values, philosophy and passion behind a brand in a way words never can.



Black Collection

Black is sophisticated. Black is sexy. Black suggests luxury. Our Black Collection is a broad portfolio of materials ranging from smooth to highly structured, thick to thin, in shades that spark a spectrum of emotions and associations. All are saturated to prevent white edges. All are stable enough to stand up to hot foiling. All give you the material to craft something of exceptional quality.

Cotton Range

Nature's own feel of luxury

Unmatched for texture, our Cotton range delivers an exceptional tactile and visual experience. The materials are made of 100% cotton linters (a by-product of cotton), offering high-cotton tactility. Each option evokes an earth friendly look and feel. Colours include white, contemporary extra-white, and deep black without any white edges.



Tell your brand story

Standing out from a crowd with a strong brand presence is key in the increasingly crowded wine and spirits category. Equally important is the functionality of the labelling.

Avery Dennison has unique portfolios of labels for wine and spirits that include patented adhesive and coating technologies and the right label materials to ensure that your bottle never compromises your brand.



Visual Communication

Crowded onto a shelf with dozens of other bottles, labels for alcohol beverages must tell a brand's story at a glance. Our experience in supplying the marketplace has given us the expertise to work closely with label designers, making sure they have the platform and production choices to put the best and most eye-catching brand image forward.

Our collection of solutions for wine, spirits, and craft beer bottle labels offers a range of traditional, contemporary, and specialty papers and films. From textured, natural wine label paper that evokes an earth-friendly approach or sleek, metallized labels that speak to style-minded consumers, we have the right label material to express your unique brand story.

Functional Performance

Our products are designed to handle function as gracefully as form. They address such perennial challenges as peeling, edge lifting, wrinkling, and slipping, along with the risks posed by temperature changes during shipping, storage and consumption — even in wet conditions, meeting the ice bucket challenge.

As pioneers in the pressure-sensitive industry, we continually advance our materials and adhesives to ensure that our solutions are fit for purpose and future-ready. And our technical teams are always on standby to help create custom solutions to suit unique needs.

Full Service

With a wide variety of ready-made label materials, finding the right labelling for your brand is simple. Our team of business development managers and technical labelling experts can give you the close, local support you need at all stages of application development and implementation. Wherever you're working, expert technical advice is on hand.

Sustainability

As consumers and brands alike are increasingly interested in the sustainability of labels and packaging, so too are we. Our sustainable wine range includes a wide variety of materials made from recycled and sustainably-sourced materials for wine, spirits, and craft beers that help brands build and communicate a sustainable image.

Our sustainable label materials allow brands to differentiate their product with a unique story, such as using pomace or bagasse fiber in their label as in Avery Dennison's rCrush Grape and Cane Fiber label materials.



M_use™

Where inspired design and materials science meet.

M_use, which stands for "Materials in Use", is Avery Dennison's online space for brands and designers interested in labels and packaging materials. Our goal is simple: to create a place where inspired design and materials science connect to foster innovative solutions to complex design challenges.

M_use offers inspirational content on industry insights and future trends, and invites you to explore an interactive materials portfolio with the technical information you need to make an informed decision about your project. We are joined by a team of collaborators and we partner with designers, materials scientists, industry experts and future thinkers from around the world to bring new ideas and technologies to light and inspire innovation.

Visit M_use and register online for more design inspiration, material insights and invitations for events:

www.my-muse.com | [@m_uselive](https://twitter.com/m_uselive)



Avery Dennison: Your Partner for Wine, Spirits, and Craft Beer Labelling Solutions

With an abundance of ready-made labelling solutions for wine, spirits, and craft beer, and a focus on driving innovation in the labels and packaging industry, we help brands meet their labelling and packaging goals.

Whether you're looking for a sustainable solution for an existing application, or you're looking to reinvent your packaging to be more eye-catching on the shelf, we want to work with you.



Ralph Olthoff
Global Marketing Director,
Wine & Spirits

Who we are

As the pioneer in the pressure-sensitive industry, we bring one-of-a-kind capabilities to labelling. We combine decades of innovation with deep knowledge of both regulatory and legal requirements. We know about the real-world conditions in which our labels must perform, and the technical challenges they have to meet. Whatever your product, wherever it's going, we can help you develop a label that sticks with it.

What we stand for

Sustainability. Innovation. Quality. Service.

In 1935, we invented the first self-adhesive label, and we've never looked back. With each passing decade, our innovations have further shaped our industry by lifting the limits on what labels can do. The world's most successful brands know that innovation and evolution are the lifeblood of longevity and success. We're proud to help our clients continually expand the boundaries of what's possible.

Work with us

You're the expert in your business; we're the expert in labelling. Contact your business development manager today to find out how Avery Dennison Wine, Spirits, and Craft Beer Labelling Solutions can meet and exceed your needs.

label.averydennison.com

Avery Dennison Corporate (NYSE:AVY) is a global materials science manufacturing company specializing in the design and manufacture of a wide variety of labeling and functional materials. The company's products, which are used in nearly every major industry, include pressure-sensitive materials for labels and graphic applications; tapes and other bonding solutions for industrial, medical, and retail applications; tags, labels, and embellishments for apparel; and radio frequency identification (RFID) solutions serving retail apparel and other markets. Headquartered in Glendale, California, the company employs approximately 30,000 employees in more than 50 countries. Reported sales in 2018 were \$7.2 billion.

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