

UNCORK GROWTH IN THE WINE SEGMENT

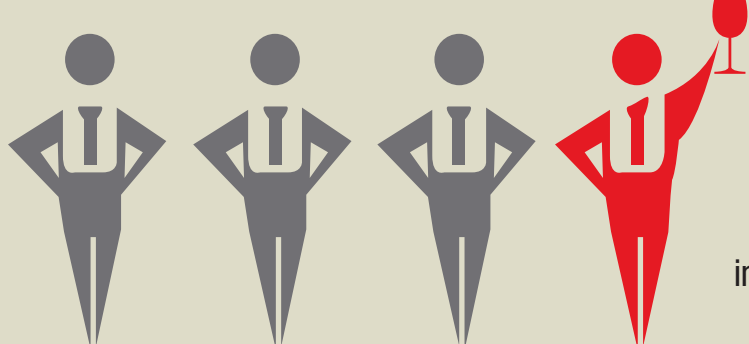


Survey insights reveal wine label business opportunities

Avery Dennison recently conducted a survey* of packaging and labeling “decision makers” in wineries across the country. The goal—to learn more about how those decisions are made, what materials are used, and how converters can grow their business in this segment.

So sit back, uncork a bottle of your favorite white or red, and take a sip of what these decision makers revealed.

FINAL DECISIONS ARE USUALLY MADE BY THE WINERY OWNER



said the winery owner is involved in the final labeling and packaging decision



said the vintner is involved with that decision

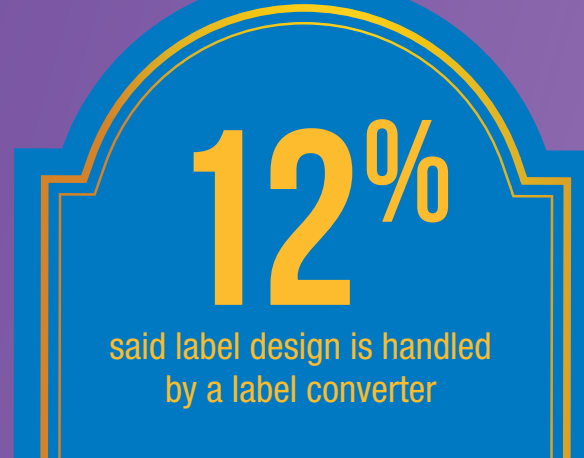
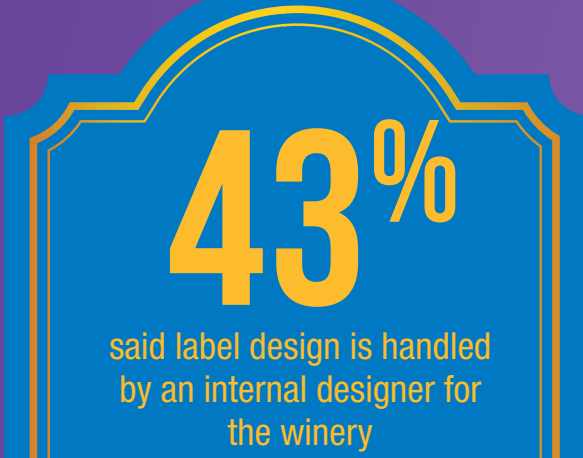
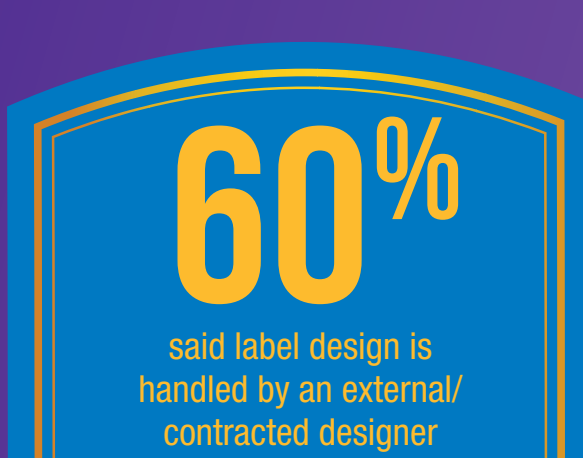


said the designer is involved with that decision



said the label converter is involved with that decision

DESIGN IS USUALLY HANDLED BY A GRAPHIC DESIGNER



MOST LABELS ARE PRESSURE-SENSITIVE



66% said they use pressure-sensitive labels
64% of these respondents said they've used them for more than five years

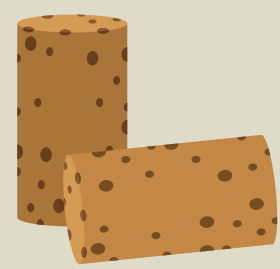


27% said they use glue-applied labels

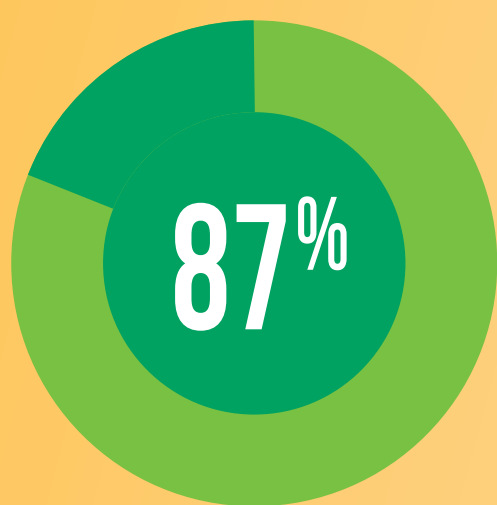


10% said they use direct print

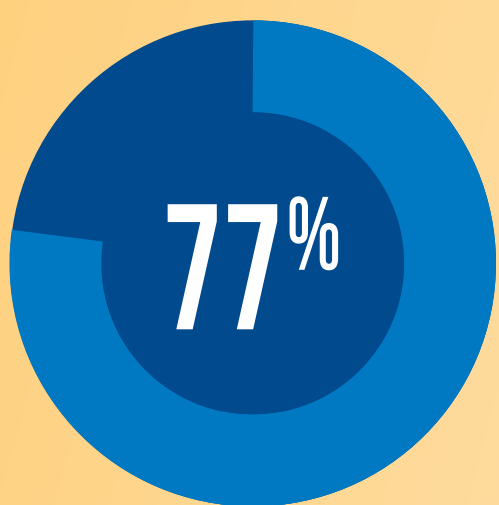
TRADITIONAL BOTTLES AND ONSITE SALES STILL LEAD THE WAY



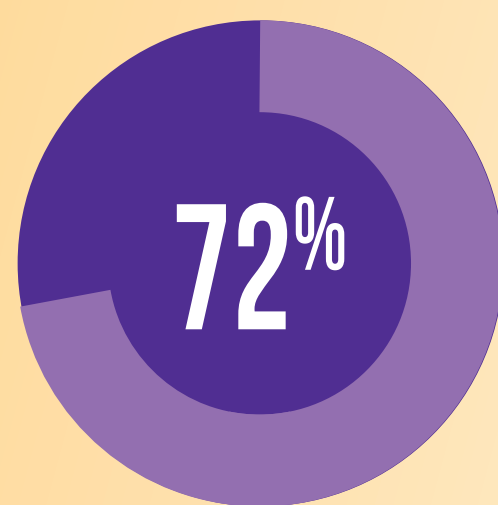
SHELF APPEAL PAYS OFF



said label design is “extremely important” in getting their wine noticed



said label design is “extremely important” in getting their wine purchased



said they can charge an above average price for bottles made with premium materials and intricate designs

AND ... CONVERTERS HAVE AN OPPORTUNITY TO EDUCATE

54% TURN TO OTHER WINERY OWNERS FOR THIS INFORMATION

52% TURN TO LABEL CONVERTERS

Respondents frequently said they're only “somewhat” or “not at all” knowledgeable about a variety of factors related to label material and process options, and common labeling issues



A PERFECT BLEND

The Avery Dennison Wine & Spirits Portfolio contains nearly 50 label materials engineered to deliver great shelf appeal across a full range of conditions. Combined with your expertise, eye-catching design, and (of course) great wine, your customers have a “perfect blend” to grow.

Visit label.averydennison.com/wineandspirits to see the full product portfolio, or contact your Avery Dennison representative.



Label and Packaging Materials

*The Avery Dennison survey was conducted online in May – June 2017, with self-described “decision makers” at wineries throughout the U.S. © 2017 Avery Dennison Corporation. All rights reserved. ADV# 452 / 08/2017 / 200 Avery Dennison® is a registered trademark of Avery Dennison Corporation. Avery Dennison brands, product names, antenna designs and codes or service programs are trademarks of Avery Dennison Corporation.