

BRIK: BUILD YOUR GREAT MOMENT.

Carbon Neutral • 100% Recyclable • Award Winning Italian Winery



A Lifelong Commitment to Quality & the Environment

Cantine Ermes' journey spans from tragedy to renewal, from an ecological catastrophe to an unwavering commitment to protecting the environment, spearheaded by a group of visionary young vintners. Established in the quaint community of Santa Ninfa, Sicily, Italy, the winemakers were forever transformed when their hometowns of Santa Ninfa and Gibellina were ravaged by a devastating earthquake in 1968. Banding together, these nine audacious grape growers shared a vision for pioneering a dynamic, globally-focused winery that prioritized reverence for nature and the planet. Within two decades, Cantine Ermes was flourishing in the three of the most important

Giuseppe Clementi - Winemaker



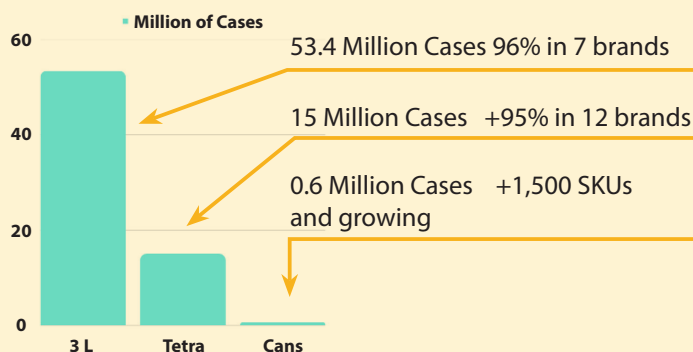
wine-producing regions of Italy: Sicily, Veneto, and Puglia. The company also gained acclaim for their pursuit of finding, protecting and expanding plantings of indigenous grapes, some of which were once thought to be extinct.



Driven by their profound affection for the earth and devotion to the soil, the winemakers anchored their endeavors in minimizing their ecological footprint. Consequently, Cantine Ermes' founding principles prioritize sustainability, encompassing both environmental and social aspects. As such, the creation and promotion of the BRIK 3L aligns flawlessly with the winery's overarching objectives.

CATEGORY - Follow Your Calling, NOT The Crowd

Cantine Ermes focus is on large subcategories of innovative packaging with few competitors.



DEMOGRAPHICS

Testing shows consumers most interested in BRIK are:

- 21-45 year old, cost-conscious, social media consumers who are always looking for great value/quality
- Committed to enjoying wines with friends and outdoor activities
- Interested in supporting brands that share their values



Quality – A New Paradigm - What Goes in is What Comes Out!

- **Historically, boxed wine has been low quality** bulk wine from the biggest companies - GIGO.
- **We created BRIK with one goal, quality boxed wine** – QIQO (quality in – quality out). Consumers can purchase the wine for **40% less cost than it would be in a bottle**, all while supporting a **brand that is committed to environmental conservancy**.
- Boxed wine **protects the wine significantly better than glass**, especially once opened.
- The winery carefully harvests the grapes at the precise time to **maximize ripeness with lower alcohol**, offsetting the effects of climate change.
- The air-tight seal on the tap allows the 3L box to be **stored for weeks once opened** versus a bottle that will last for a day or two.

Affordability

- Paper packaging requires less expensive materials, holds more product per inch, and can be **produced and transported more cost efficiently**.
- In addition to the lower upfront cost, boxed wine also **provides better value per serving**. A standard box of wine contains the equivalent of four bottles, making it an excellent choice for those who enjoy wine frequently.

Sell The Quality but Focus on the Environment



34% of consumers take environmental stewardship and sustainability into account when purchasing wine

Cantine Ermes have a 100% commitment to the environment – winemaking, production, transportation

Environmentally effective packaging

- Production – 90% less carbon emissions vs glass.
- Transportation – 50% less carbon emissions vs glass.
- **BRIK offsets 100% of carbon emissions.**
- Boxed and Tetra packs can be recycled more times with less energy than glass.
- Cantine Ermes has always been committed to sustainable farming practices including – limiting water use, farming without pesticides, using cover crops, and recycling wherever possible.

- Unique **100% Recyclable Tetra Pak**
- All BRIK Wine Co Products Are Shipped with **100% Carbon Neutral Transport**

The New York Times

Benefit of switching from glass to cardboard from a carbon emissions point of view:

“A standard wine bottle holds 750 milliliters of wine and generates about 5.2 pounds of carbon-dioxide emissions when it travels from a vineyard in California to a store in New York. A 3-liter box generates about half the emissions per 750 milliliters. Switching to wine in a box for the 97 percent of wines that are made to be consumed within a year would reduce greenhouse gas emissions by about two million tons, or the equivalent of retiring 400,000 cars.”

