

# BRIK™ wine co

**BRIK: BUILD YOUR GREAT MOMENT.**

Carbon Neutral • 100% Recyclable • Award Winning Italian Winery



## A Lifelong Commitment to Quality & the Environment



Salvatore Lovo and his daughter Silvia are highly regarded winemakers with an impressive heritage of viticulture expertise. By blending traditional winemaking practices with modern technologies, they have created wine brands that embody their family's values of excellence, accessibility, and environmental responsibility. Their winery, situated in the Euganean Hills of northeastern Italy, has garnered critical acclaim.

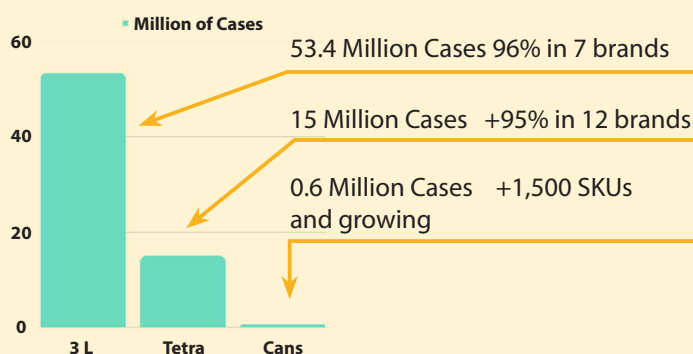


Salvatore and Silvia undertook a groundbreaking initiative to launch their latest wine brand in a 500ml Tetra pack, after exploring various alternatives. By adopting this method, they were able to craft an elegant, quality wine that contains less alcohol and is packaged in an eco-friendly manner.

Silvia, a staunch environmentalist, made certain that the packaging was ecologically friendly. She is even working to change the Tetra pack's cap, to a biodegradable sugarcane which would be a first in the US market. The compostable material is made of 40% recycled paper.

## CATEGORY - Follow Your Calling, NOT The Crowd

Lovo's 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.

**Affordability**

- Paper packaging requires less expensive materials, holds more product per inch, and can be **produced and transported more cost efficiently**.

**Sell The Quality but Focus on the Environment**



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

Salvatore and Silvia Lovo 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.
- The Lovo family 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.”

