

**BRIK: BUILD YOUR GREAT MOMENT.**

Carbon Neutral  
100% Recyclable  
Award Winning Italian Winery



## A Lifelong Commitment to Quality & the Environment

BRIK Wine Co. has searched the globe for the perfect vineyard partners that share our vision of exceptional quality wine, sustainable growing, and environmentally friendly packaging.

We are proud to partner with two terrific Italian estates: Lovo and Cantina Ermes--two wineries which are beacons of environmental stewardship, and a unique tale rooted in their commitment to the planet.

Salvatore Lovo and his daughter Silvia, esteemed winemakers from the Euganean Hills, have a rich heritage of viticulture expertise. Blending tradition with innovation, they have built a renowned winery known for excellence, accessibility, and environmental responsibility. Through their sustainable choices, Salvatore and Silvia embody a commitment to preserving nature while crafting exceptional wines.



Cantine Ermes in Santa Ninfa, Sicily, has emerged as a testament to the power of environmental restoration. Following the devastating earthquake that struck their hometowns in 1968, a group of visionary vintners united in their determination to protect the environment. Rooted in a profound love for the earth, Cantine Ermes prioritizes sustainability in all aspects, embracing a holistic approach that encompasses both environmental and social responsibility. Their creation and promotion of the BRIK 3L, an eco-friendly packaging solution, stands as a testament to their commitment to reducing their ecological footprint and aligning their practices with their core values.



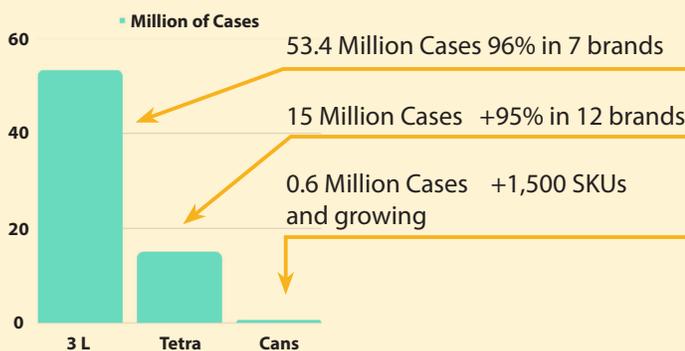
Giuseppe Clementi - Winemaker

These two wineries, representing the north and south of Italy respectively, share a common thread of environmental stewardship. Through their innovative packaging choices, they demonstrate that quality, convenience and sustainability can coexist, challenging industry norms and raising the bar for eco-friendly practices.

Together, we at BRIK Wine Co. are committed to making better wines in better packaging that we can all feel good about enjoying!

## CATEGORY - Follow Your Calling, NOT The Crowd

Our 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**

We 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.
- We 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.”

