

 helix

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An unexpected
twist

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A partnership between Amorim & O-I

- The two global market leaders in wine packaging
- R&D and innovation based on +100 years' experience
- Four-year collaboration
- First real wine packaging innovation of the 21st century



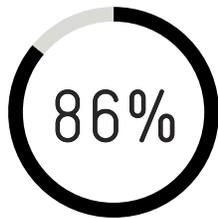
Benefits of cork & glass

- Aesthetic appeal
- Protects wine and enables its special character development
- Unique cellular structures
- Natural packaging materials
- Environmental benefits

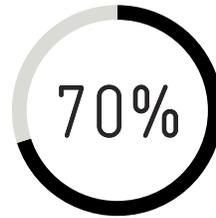


The challenge

→ Consumers prefer cork & glass for wine



of wine packaged
in glass



of wine packaged
using cork closure

→ But convenience is also an important factor

→ CHALLENGE:
combining the premium image of cork & glass
with the convenience of easy opening



The solution: Helix

- Part of the DNA of wine
- Perfect partnership that retains premium image
- Popular premium, fast-turnaround still wine segment
- Particularly relevant where convenience is a key factor





How Helix works

- Proprietary Amorim & O-I technology covered by 3 patents
- Threads inside the glass interact with cork's natural elasticity to create matching grooves
- Ergonomic design enables simple hold & twist
- Easy to open & easy to re-seal

Benefits of Helix

- Premium look & feel
- Convenience
- Taste preservation
- Sustainable packaging



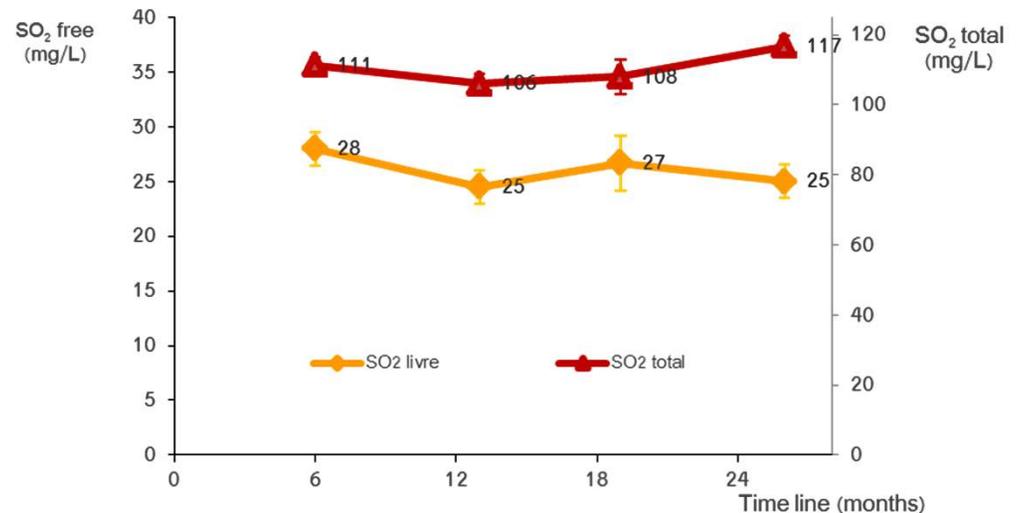
Proven success in intensive testing

- Long-term storage test
- Accelerated ageing test



Helix test results

- Intensive extraction & re-insertion testing
- Long-term storage test:
No statistically sensory difference @ 26 month trial
- Accelerated ageing test:
30 days @ 35°
horizontal storage



Validated by consumers as “the best of both worlds”

- IPSOS Consumer Research in France, UK, US & China
- Overwhelming acceptance of Helix
- Premium image of cork combined with convenience
- Easy to open & re-seal: “Twist & Pop”

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- Consumer feedback
- Smart & convenient
 - Easy to handle
 - Elegant & Sophisticated
 - Innovative, unique & modern
 - Premium & quality

Validated by supply chain professionals

- Key bottling-line suppliers have validated the solution
- Only minor adjustments needed on filling machines
- Orientation of the cork stopper





Thank you

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