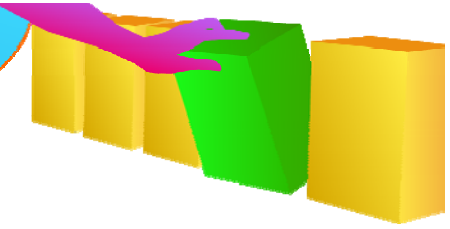


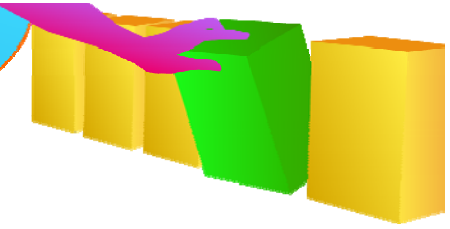
# BiB legislative restraints

Frithjof Nicolaysen  
ARCUS

President European Federation of Wine and Spirits  
Importers and Distributors



No change of status in Spanish and Italian local wine authorities mandatory requirement for glass containers for wine.



# Italy

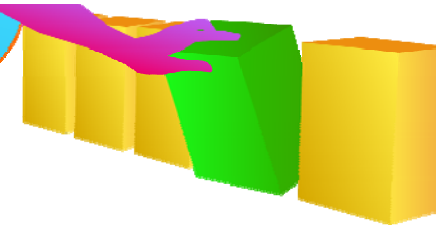
- Decree of the Agricultural Ministry 1993 July 7th-article 2
  - »It is allowed to fill DOC and DOCG wines only in glass bottles»
- Decree repealed 2008 for DOC without «superiore»»reserva» etc
- Decree 2010 by Consorzio Tutela Vino Valpolicella 24th March Valpolicella Ripasso only glass bottles with natural cork

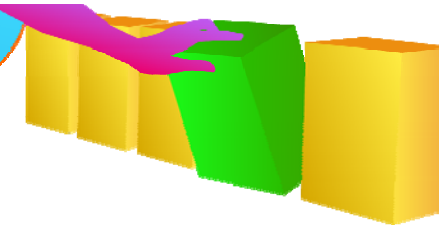
Performance  
**BIB**



Programme 2012-2013

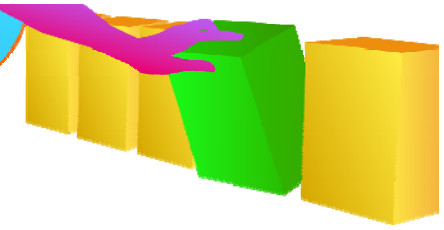
Atteindre le Consommateur de Vin





# Spain

- Quality wines with DO classifications
  - Only use of containers that are not detrimental to the wine quality approved by the Consejo Regulador
- Consejo Regulador require glass in following regions:
  - La Mancha
  - Valdepenas
  - Priorat
  - Rioja
  - Jumilla
  - Emporda

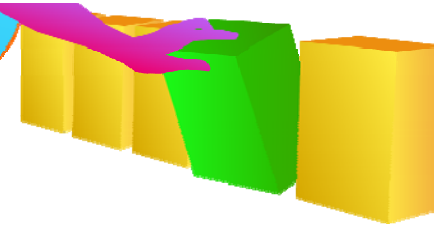


## Norway

-50% of wine sold is in BiB. In spite of this you need 10 times as much volume of a BiB brand than a bottle brand to qualify for a listing

## Sweden

-Systembolaget repealed the ban of BiB packaging of RTD



Thank you!