



Re-think Bag-in-Box®

environmentally conscious
wine friendly
convenient for many occasions

**Re-think
Bag-in-Box®**

about us

Performance BIB is a non-profit association, drawing members from all over the world, including wineries, fillers, brand owners, Bag-in-Box® material suppliers and transport and distribution companies.

The fundamental objective of Performance BIB is to further the scientific understanding of the technical and environmental performance of Bag-in-Box® package systems in order to further improve the package as well as filling, distribution and end-of-life practices.

Performance BIB works with Universities and Scientific Institutes to further the scientific development of the product.

Although Performance BIB's primary focus is on wine BIBs, we also welcome the exchange of research findings with those working in other industries.

Consumers have more choices now than ever before. Not only is the range of product on the supermarket shelf growing in numbers, consumers are more and more looking for the "right" choice. New consumers are increasingly seeking environmentally sound packages able to deliver quality wine by the glass while maintaining freshness for a long time after opening the package.

To learn more about Performance BIB,
visit www.b-i-b.com

environmentally conscious



Performance BIB has improved environmental awareness by making available several independent studies that quantify carbon footprints and other environmental impact indicators for wine packaging.

lower carbon

A much smaller carbon footprint than traditional wine packaging as less energy is consumed in production and transport.

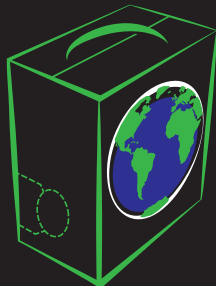
recyclable box

Roughly 75% is paper and cardboard which is 100% recyclable.

lightweight

Much lighter than traditional packaging thus helping reduce the impact of storage, distribution and transport of wine to the consumer.

Re-think
Bag-in-Box®



lower carbon

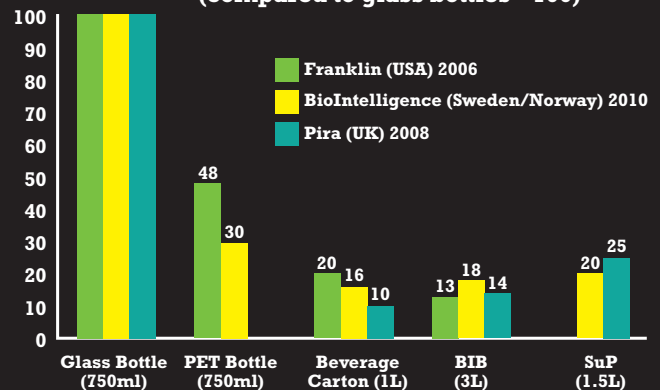
the facts

Wine lovers are just as concerned about protecting the natural environment as the population at large. Switching to Bag-in-Box® is an easy way to help reduce impact on the environment. Less energy is required to produce and transport wine in BIB and many tonnes of packaging materials can be saved in this way.

It is worth remembering that 75% of the components of a BIB are paper and cardboard which are totally and conveniently recyclable.

Three separate independent Life Cycle Assessments have demonstrated that BIB packaging has a very low carbon footprint.

CO₂ equivalent per 1000 Litres (compared to glass bottles =100)



Full environmental study results, methodology and references are available from www.b-i-b.com

wine friendly

BIB is increasingly being used for high quality wines, especially with recent technological improvements that serve to protect delicate aromas from oxygen.

quality wines

BIB is used for many types and styles of wine, ranging from table wine to premium wines, each time offering good value for money.

stays fresh

A unique benefit vs rigid containers is that wine packaged in BIB can be served glass by glass for several weeks ...*it continues to taste great.*

wine quality is maintained for several weeks after opening a Bag-in-Box®

Nothing is more important to wine drinkers than finding a consistently enjoyable and high quality wine in their glass. Bag-in-Box® is unique in its ability to keep wine fresh after opening thanks to the fact that no air enters the package during the pouring process.

With technological advances in wine production and filling systems, BIB is widely recognised by winemakers as an ideal package whether the wine is an everyday good value varietal or an award-winning wine from a classic region or producer.

Re-think
Bag-in-Box®



quality wines

Research indicates that wine consumption from BIB is getting increasingly popular all around Europe.*

To learn more about the benefits of BIB,
visit www.b-i-b.com

*Source: Wine Intelligence Vinitrac® UK Feb'09

convenient for many occasions

As wine becomes an increasingly favoured drink for relaxed meals and a variety of outdoor events, consumers welcome the convenience of BIB.

good to share

When with friends, there is nothing better than sharing a delicious glass of wine freshly poured from the easy-to-operate tap of a BIB

...convivial consumption.

great outdoors

BIB is also the natural choice for picnics and other outdoor activities or when on holiday thanks to being light weight in relation to its volume

...no corkscrew required.

responsible drinking

Enjoy the fruits of the winemaker's efforts in moderation for health and social reasons

...savour the occasional glass.

glass by glass

Keeping a Bag-in-Box® chilled in the fridge makes sense for many reasons, not least that consumers can serve wine fresh, glass by glass, as required. There is no pressure to finish a bottle all in one sitting, but if a few friends arrive unexpectedly, they can enjoy a glass too.

Being lighter to carry and space saving, BIB is ideal outdoors as well as served from the fridge. It also has the welcome benefit of not breaking when dropped.

All things considered, it is hard to find a packaging format for wines that is so well adapted to the many and varied occasions where wine has become a pleasurable part of people's lives.

**Re-think
Bag-in-Box®**



no hurry to finish

To learn more about the benefits of BIB,
visit www.b-i-b.com