

Wine in Cans

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Branches Winery



Why wine in cans?



- Single portion servings
 - 250ml = 1.3 glasses
 - 375ml = 2.5 glasses = ½ bottle
- Makes wine possible where glass is not permitted
- 1/3 less space and weight than bottles
- Infinitely recyclable

Market Demand

- Last year canned wine sales grew 69%
 - Projected 91% growth in 2020
- 2019 \$69M, up from just \$2M in 2012
 - Still only **0.4%** of overall wine sales
- EJ Gallo, Treasury Wine Estates, Union Wine and others are currently producing canned wine
- Reunite introducing canned sangria this spring
- Millennials driving canned wine consumption
 - 33% currently consume canned wine

Seasonality of Demand

- Canned wine consumption peaks in spring and summer
- Best wines for canning are fresh and fruity
- Excellent choice for sparkling wines



Packaging Considerations



- 375ml and 250ml most popular
- 250ml not yet approved as unit of fill
 - Sold as 4 cans = 1 liter
 - Requires box or plastic rings
- Labels
 - Paper, shrink sleeved, printed on cans

The Can Itself



- Manufactured by Ball Corporation
- Proprietary inner coating
- All wines must undergo corrosivity testing prior to canning
- Finite shelf life: Ball guarantees 6 months; actual 12- 18 months

Mobile Canning Considerations

- 250ml mobile canning lines are few and far between
- Our first run canned by firm from Maryland
- Requires availability of nitrogen, liquid nitrogen, compressed air, cardboard flats to store finished product, cans, lids, labels
- Branches Winery “mobile” canning model brings the wine to the canning line



Purchasing canning line requires minimum investment of \$150,000

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