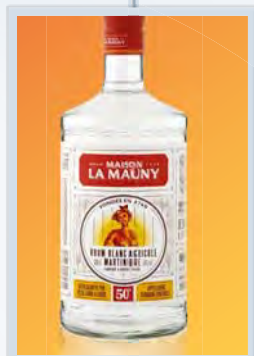


2016 EDITION



CONTENTS

04 JANUARY

MG 75 GIN

06 **FOCUS** 2016 trendbook
by Selective Line

07 VIRTUAL GLASS

08 FEBRUARY

CASA MADEIRA JUICES

10 **FOCUS** Best booth award
at Enomaq trade fair

12 MARCH

CANON DU MARÉCHAL WINE

14 **FOCUS** Ecova 70mm: Smaller
spaces make all the difference

16 APRIL

GAUDI MINERAL WATER

18 **FOCUS** An Environmental
medal for Verallia
Deutschland's Neuburg plant

20 SELECTIVE LINE

All around the world

22 MAY

JIVE FLAVORED SPARKLING WINE

24 **FOCUS** Verallia Argentina's
recycling campaign:
"Glass, a transparent act"

26 JUNE

SUPER BOCK MIX BEER

28 **FOCUS** Verallia Sevilla
inaugurates new equipment

29 MYVERALLIA

30 JULY

LA MAUNY RUM

32 **FOCUS** Verallia at the Milan
Expo

33 FRIENDS OF GLASS

34 AUGUST

AMORA SAUCES

36 **FOCUS** Eco-packaging
for Aurora's fine wines

38 SEPTEMBER

FLOW OLIVE OIL

40 **FOCUS** Verallia España and
Freixenet: partnering for *cava*

41 SELECTIVE LINE

Moonea in all its forms

42 SELECTIVE LINE

Design by Chantal Thomass

44 OCTOBER

KROSS 5 CRAFT BEER

46 **FOCUS** Verallia moves into
e-commerce with Boboco

48 NOVEMBER

KARAPUZ BABY FOOD JARS

50 **FOCUS** A white bottle
for Santero's 958

52 DECEMBER

MAGNA BORDEAUX BOTTLE

54 **FOCUS** Time for biogas

56 VERALLIA WORLD

57 CERTIFICATIONS

2015 DESIGN COMPETITIONS

- 11 **FRANCE** Glass for sharing
- 15 **SPAIN** Mediterranean design
- 25 **PORTUGAL** Easy to use
- 37 **ITALY** Say it with glass
- 51 **GERMANY** A jar
for gourmet products
- 55 **ARGENTINA** A bottle
for olive oil



Check out the digital version on
yearbook.verallia.com



Verallia would like to thank all company employees who contributed to the production of this 2016 Yearbook edition as well as its partners and customers for their kind permission for publication.

Managing editors: Percy C. Menth, Marie Segondat – **Translation:** STONOR Europe – **Photos:** Banque Alimentaire du Cher (p. 23), Unilever (p. 34), Rastoin / BRIEF (p. 42), Marie Morin (p. 54), Verallia Italia, all rights reserved – **Design, production:** BRIEF, Verallia. All rights reserved. Any reproduction prohibited.

EDITORIAL

Jean-Pierre Floris
Chairman and CEO, Verallia



Dear customer, dear partner,

Verallia opened in 2015 a new chapter in its history, with new shareholders and an important investment program putting even more emphasis on customer service.

Verallia is now an independent manufacturing group employing 10,000 people worldwide and focused totally on glass packaging. I am particularly happy about the support our new shareholders Apollo (90%) and Bpifrance (10%) have given to the ambitious development plan presented by the management team.

In 2015, Verallia made some significant investments. To sustain the know-how and expertise of our glass technicians, the pride of our business for almost two centuries, we have intensified our programs on experience-sharing and deploying best practices. To enhance our industrial assets, we have run major programs in six countries (Germany, Algeria, Brazil, Spain, France and Italy) where we have rebuilt furnaces and modernized our production lines. Our objectives are clear: quality, flexibility, competitiveness and sustainability.

Our priority is to serve our customers well. We leverage our industrial assets to propose innovations that add value to their products and services that optimize the value chain. This *Yearbook*, presenting 2015's achievements, illustrates all the high standards and innovation capabilities that lead us day in and day out, by your side.


On behalf of all Verallia teams, I am happy to work together with you again in 2016 with one ambition intact: contribute ever more to our customers' success.

VERALLIA, A WORLD LEADER CLOSE TO ITS CUSTOMERS

Verallia is a leader in glass packaging
for food and beverages


N°1
in Western
Europe

N°2
in South
America


More than
€1 bn
in capital expenditure
invested in new equipment
over the last 5 years


Manufacturing
locations in
13
countries



10,000
employees

serving
10,000
customers




More than
1,500
new references
per year

48
manufacturing sites,
including **34** glass
manufacturing plants

8
technical centers

60
furnaces



15
billion bottles
and jars
made each year


€2,4 bn
in turnover
in 2014



Sales offices in
45 countries



MANUFACTURING ASSETS CLOSE TO OUR CUSTOMERS

- ▶ **34 glass manufacturing facilities**
 - Western Europe: 24 plants
 - Eastern Europe: 3 plants
 - South America: 6 plants
 - North Africa: 1 plant

A RESPONSIBLE VISION

Be the benchmark for innovative glass packaging solutions for food and beverages:

- ▶ by leveraging as much as possible our customers' value chain
- ▶ by increasing the economic and social development of communities
- ▶ by enhancing consumer well-being

A SOUND BUSINESS MODEL

Based on:

- ▶ the strength of an international network
- ▶ the proximity of a local partner
- ▶ service, quality and innovation



CUSTOMER-FOCUS ALONG THE WHOLE VALUE CHAIN

- ▶ Unique glass expertise
- ▶ Flexible and reactive manufacturing assets
- ▶ Co-development power
- ▶ Leading-edge digital tools (Virtual Glass app, 3-D printing)
- ▶ Added-value services

SHARED VALUES

- ▶ Professional commitment
- ▶ Respect for others
- ▶ Integrity
- ▶ Loyalty
- ▶ Solidarity
- ▶ Respect for the law
- ▶ Caring for the Environment
- ▶ Worker health and safety
- ▶ Employee rights



MG 75 GIN

Verallia España's bottle for Destilerías MG 75 gin is the first product to come off the Seville plant's new "Flex Line" capable of simultaneously manufacturing containers of different weight. And the customer benefit? The possibility of producing in short runs, like for this bottle.



VERALLIA NEWS

JANUARY



So many ways of being service-minded



Since our first bottle in 1827, Verallia France has never stopped renewing its products, methods and

services to offer its customers ever more efficient packaging. 2015 was marked by a special focus on our services. To foster innovation, we have provided our customers with a 3-D simulation tool (Virtual Glass) and shared with them 200 innovative projects coming from our design competition. To make their daily lives easier, we have developed a customer portal offering many useful functions: myverallia.com. To enable everyone to enjoy quality glass packaging, we have launched a trading website, boboco.fr, via our subsidiary Salomon. We have led some initiatives to serve micro-brewers with a new color (Ebony). Every month we sell 1,200 different bottles and jars, a number rising sharply. In addition to our world-class manufacturing program, we have invested significantly in launching a world-class logistics program. As the first player in a complex supply chain running to the end consumer, our teams are mobilized on becoming leaders and pioneers in the field of service.

Emmanuel Auberger
Managing Director, France

GERMANY New developments

Mineralbrunnen rides the trend

★ 250 VIPs, including politicians and leading figures from the beverage industry warmly applauded Mineralbrunnen 0.75l mineral water bottle unveiled at a customer event in Bad Teinach. Engraved with a maple leaf, the bottle was co-developed by the design centers of Verallia Deutschland and the Teinacher brand. Mineralbrunnen is riding on the consumer preference trend for mineral water in glass bottles.



PORTUGAL New developments

Convenient bottle designed for Parras Wine

★ The company Quinta do Gradil (Parras Wine Group) has introduced a new brand of wine “Monte D’Villa”, especially in an easy-to-open, “mini” 25cl format. Parras



Wine is thus seeking to create new drinking occasions with a wine that is easy to transport and consume on all occasions. Coming from the vineyards of the Alentejo region, its different grape varieties – Trincadeira, Alicante Bouschet and Aragonez – benefit from the sunny side of the Serra d’Ossa, in Redondo. Verallia Portugal met its customer’s demand in this “2-In-1” project. The research leading up to this innovative product was partly funded by Portugal POFC’s competitiveness program.

FRANCE New developments

Wine-flavored beverages have a certain sparkle!

★ Castel has brought out a sparkling version of VerRy, its brand of wine-flavored beverages. The range signed VerRy Pep's counts two references: grapefruit rosé and white peach, i.e. the top two aromas for flavored still wine. These two references are presented in a bottle highlighting the product's effervescence while staying faithful to a major code for the wine-flavored beverages segment: the screw cap. Verallia France worked very closely with Castel to launch the first screw-cap bottle specially designed for sparkling wines. The development of this bottle, made in our French plant Chalon-sur-Saône, is the result of a fruitful collaboration between the technical, industrial and marketing teams of Verallia France!



FOCUS

2016 trendbook by Selective Line

Innovation, trends and new perspectives compose the DNA of Verallia's international premium range.

Working closely for the last five years with a style agency, Selective Line has presented a trendbook inspired by the world of fashion, architecture and design around the globe. Heavy trends and emerging phenomena are observed, together with psychosociological behaviors, in order to imagine tomorrow's scenarios... this leads to new, resolutely inspired bottle shapes and decorative finishes that come alive in the form of prototypes produced by Saga Décor and Euroverlux, Verallia's decorative design companies.



Every year, we share with our customers our inspirational trendbook for the year to come. For 2016, this is a prospective and interactive trip around the world, presenting new areas of development and dreamt up to provoke desire!"

Laëtitia Fabre
Brand Manager Selective Line



VIRTUAL GLASS

Launched in 2013, the Virtual Glass app allows customers to visualize the bottle or jar of their choice, labeled and encapsulated, empty or full, and to compare with others. On a tablet or smartphone, customers can see the packaging in augmented reality. The 2.0 version of the app also proposes label examples and even allows you to paint the packaging! The app was downloaded more than 1,000 times and won the best Tech Innovation award at Enomaq, one of the Europe’s largest trade fairs for wine professionals.

“Our customers use Virtual Glass to choose their bottle and jar models. The app also opens up new doors for us: our prospects’ Marketing departments can readily access our full range. Without forgetting our specifiers, design agencies that use it to propose packaging solutions to their customers.”



Elena Andía Villanueva
Marketing and Communications Director,
Verallia España





CASA MADEIRA JUICES

For Casa Madeira's range of natural grape juice already available in 1l format, Verallia Brasil has co-developed with its customer two new bottles, 250ml and 500ml. Their conical design and accentuated shoulder area highlight the brand's coat of arms.



New and improved!



This is surely the best way to present Verallia Brasil in 2016. Pursuing its growth program to constantly respond better to


the market's needs, Verallia finalized two major projects in 2015: on the one hand, with its partner, Verallia inaugurated the new IVN plant, in the North-East of Brazil. With this fourth plant, Verallia completes a unique geographic foothold able to provide a local and flexible answer to customer requests in each of the three major regions that characterize the Brazilian market. Furthermore, Verallia has finished modernizing and extending its Campo Bom plant, in the south of the country. A challenge proportionate to the motivation of Verallia's teams, who succeeded in offering an optimum level of service with the former furnace, while simultaneously constructing the new capacity demanded by the market in the same building! And so it is with widely renovated and enhanced manufacturing assets that the year 2016 gets underway. However Verallia in Brazil is also and above all a team totally dedicated to the quality of its products and its service, and the flexibility to support its partners, whether this is on the food, beer, spirits or wine market.

Hugues Denissel

Managing Director, South America

PORTUGAL Communities

Verallia Portugal partners the European Wine Capital 2015

 In 2015, Monsaraz was the village chosen by the European network of wine towns to be the European wine capital. As partner of the town, Verallia Portugal attended the opening ceremony of this mandate held in Reguengos



de Monsaraz. Verallia Portugal thus works to promote the attractiveness of wine tourism in an excellent winemaking region.

FRANCE New developments


Fontaine Jolival becomes PSG's official water!

 Based in the Charente region, west of France, Fontaine Jolival approached Verallia to develop its new range of glass bottles. In keeping with the codes associated with Cognac and the Charente region, the standard 750ml Cognac bottle was adapted with a screw ring to meet consumer needs. This water has become the Paris-Saint-Germain club's official water; present at PSG's training sessions and matches, it was marketed in the summer of 2015 with a range of three bottles bearing the club's colors in the following French stores: Casino, Franprix, Monoprix, and Go Sport Ile-de-France.



GERMANY Awards

An impressive number of Medals at the 2015 Products of the Year ceremony

 The magazine *Lebensmittel Praxis* annually selects innovations categorized “gold, silver or bronze products of the year”. Eight Verallia Deutschland were in this way honored: three golds, two silvers and three bronze medals. Gold was awarded to products in the “wines and sparkling wines” category, while the silver and bronze were attributed to products in the “beer” category. All Verallia Deutschland’s market segments were represented.



FOCUS

Best booth award at Enomaq trade fair

Verallia España’s booth enjoyed high exposure at the Enomaq trade fair, held February 24 to 27 in Saragossa. Enomaq is the benchmark exhibition in Spain on the wines market.

Using the event as an opportunity to present fluorescent glass and three new wine bottle models – Icono, Áurea and Bourgogne Vintage Augusta – Verallia España showcased its range, with a special focus on Selective Line. A giant screen showed how the Virtual Glass app works, giving Verallia’s presence at the fair an extra modern touch.



“We are proud to have received the Tech Innovation award for Virtual Glass. This gave us a few precious seconds of air-time on the TV channel TVE, and quite a bit of social media exposure. We shared this success with many customers and distributors who joined us on our booth.”

Elena Andía Villanueva
Marketing and Communications Director,
Verallia España.

2015 DESIGN COMPETITION GLASS FOR SHARING

FRANCE

Family reunions, barbecues or parties among friends are just some of the many occasions where people come together to enjoy a good time and where the presence of glass is a must. For the sixth edition of the Verallia France competition, entrants were asked to imagine a bottle or jar capturing the essence of these moments of sharing.

F. LOUIS-MAUGEAIS

Product marketing,
Les Vignerons de Buzet,
Member of the jury 2015



“Through Verallia’s Design Competition, tomorrow emerges from today. A real highpoint, this exercise in style between students and the professional world is an open window towards new perspectives.”



Zamok



Couper la poire en deux



Crescendo

WINNERS

- ▶ **JARS**
Zamok
- ▶ **WINES**
Gouttes de rosé
- ▶ **SPIRITS**
Couper la poire en deux
- ▶ **WATER-BEER-NON-ALCOHOLIC BEVERAGES**
Stay Alight
- ▶ **SELECTIVE LINE**
Les Marques du temps
- ▶ **SPECIAL SPONSOR’S PRIZE, EMMANUEL GALLINA**
Crescendo

ONE SPECIAL PRIZE

In association with the Syndicate of Bordeaux and Bordeaux Supérieur, Verallia France created the “Bordeaux rosé, l’Autre Rosé” prize. Entrants had to propose an innovative bottle design to confirm and highlight the difference of Bordeaux Rosé.



Discover the full winners’ list on
design.awards.verallia.fr



CANON DU MARÉCHAL WINE

Emblematic wine of the Maison Cazes estate, the Canon du Maréchal has donned a new uniform thanks to Verallia France. This wine pays tribute to Maréchal Joffre, a familiar figure in the Rivesaltes region, and combines innovation and modernity thanks to the elegant glass plate circling the heel that bears two engravings.

VERALLIA NEWS

MARCH



Coca-Cola, a perfect example of the circular economy



When an international brand as emblematic as Coca-Cola marks the 100th anniversary of its first bottle created by making it lighter and more

environmentally-friendly, it shows a clear commitment to glass and sustainability. The partnership between Coca-Cola and Verallia goes beyond the fashionably vintage effect; it raises awareness of the importance of recycling and highlights the role of glass as a sustainable material. On the one hand, Verallia has purchased most of the stock of returnable Coca-Cola bottles and has melted them in its furnaces; on the other hand, it has produced new containers inspired by the original model. This action is a perfect example of the circular economy model, based on recycling as a solution to the depletion of natural resources. It enables a lower carbon footprint and reduces furnace energy consumption, as well as creating quality employment. Coca-Cola's concern for the environment is in line with Verallia's Ecova Attitude philosophy, a responsible production method that creates added value through innovation, differentiation, service and sustainable development. Coca Cola has invested more than €40 million in this new bottle, making a strong commitment to Spanish bars, where more than 70% of all glass Coca-Cola bottles in Europe are sold.

Paulo Pinto

Managing Director, Iberian Peninsula

SPAIN New developments

Coca-Cola “Contour” produced by Verallia

★ Coca-Cola’s “Contour” bottle, patented in 1915, is one of the most recognizable containers in the world. Verallia bought virtually the whole stock of the brand’s reusable bottles to turn them into new containers, inspired by the original model. In this way, the newly created bottle is lighter; 1.2 times more bottles are produced for each recycled unit, thus saving energy and raw materials. The bottle’s capacity has increased from 200ml to 237ml, reducing again the packaging weight per liter of beverage. This initiative exemplifies the circular economy; it is also a way to foster employment.



ITALY Communities

“It’s glass, it’s healthy”: children dance to glass

👥 “It’s glass, it’s healthy” is an event organized by Verallia Italia for the communities around the Deگو and Carcare plants. The theme for this 6th edition was “Good oil gives taste to life”. Fratelli Carli, the leading business in the olive oil sector, was the event’s partner. School pupils from Carcare, Altare, Mallare and Cosseria were thus given the chance to visit the Carcare plant, then Fratelli Carli’s site which hosts the Olive Tree Museum; they were also able to do some olive oil tasting. The pupils then sang, danced and recited what they had learnt about glass and oil at Cairo Montenotte’s “Palazzo di Città”.





FRANCE New developments

Saga Décor enhances Emile Noël's organic olive oil

★ *"Happy as a new harvest"* are the terms employed by Emile Noël to describe the new bottle decorated by Saga Décor. Verallia France was chosen as exclusive producer of the bottle containing this vintage organic olive oil. With eco-friendly packaging and vegetable-based ink screen printing, the design of this collector's piece perfectly reflects the expression of this oil, a product with personality marked by its green fruity freshness.

GERMANY New developments

A bottle in the purest brewing tradition

★ For the Allgäuer brewer whose origins date back more than 600 years, Verallia Deutschland produces the 30cl swing-top bottle for the Altenmünster Brauer Bier range. This includes four beers, each with its own bottle: the Urig-Würzig (typical and spicy), Hopfig-Herb (hoppy and bitter), a Maibock and a Christmas beer. The beer's name and the brewer's emblem are engraved on each bottle.



ARGENTINA Communications

Mendoza wine harvest festival

🍷 This festival is the wine industry's most important event in Argentina. It takes place every year in the month of March. Through this event, Verallia Argentina promotes its glass recycling campaign by installing containers at numerous local events, for example wine tastings or food shows.



FOCUS

Smaller spaces make all the difference

The fill level of Verallia Portugal's Ecova Elite Bordelaise bottle is now 70mm, up from the previous 63mm.

This preserves wine better by limiting the variations in pressure inside the bottle, often due to changes in temperature. The Ecova Elite 70mm Bordelaise bottle is available in flint, cinnamon and very light blue.

"Bottling carbonated wines, characterized by the presence of dissolved carbon dioxide, can pose one or two problems. Raising the fill level to 70mm means the bottle is safe to be used on markets in warmer climates."

Luís Simões
Quality, Environment and Safety director
Sogrape Winehos, S.A.



2015 DESIGN COMPETITION MEDITERRANEAN DESIGN

SPAIN

For its competition's second edition, Verallia España chose the theme of Mediterranean design. Students had to design innovative packaging for a typical Mediterranean food or drink.

J. EUBA (AND D. MORALES)

*Moruba Studio,
Co-president of the jury*



“The renders – i.e. product simulations presented by the students – are high quality and the images most realistic. In many cases, we forget that these are just projects, they give us the impression they already exist.”



FIRST PRIZE

- ▶ **PROJECT**
Olivia, a jar for olives that separates olives from the liquid in a single movement
- ▶ **AUTHOR**
Juan Carlos Cuéllar Nieto
- ▶ **ESTABLISHMENT**
Universidad Europea, Madrid



SECOND PRIZE

- ▶ **PROJECT**
Ohu, 3-in-1 packaging containing the recipient for gaspacho, the condiments and a glass for drinking
- ▶ **AUTHOR**
Adrian Jiménez Rubio
- ▶ **ESTABLISHMENT**
ESDIR (La Rioja art school)



Discover the full winners' list on concursocreacion.verallia.es



GAUDI MINERAL WATER

In homage to the artist, the new range of Vichy Catalán water bottles has been named Gaudi. Produced by Verallia España, this bottle uses one of the signature techniques of his work: the trencadís, a mosaic created from pieces of broken ceramics. The pattern is etched into the glass and offers quite a unique tactile experience and an excellent bottle grip.





Course set for innovation



Our aim is to be the preferred glassmaking partner for our customers in the food industry. To do so, we have to deliver outstanding

results in terms of quality, customer service and innovation. In order to strengthen in particular this last point, we are fostering a culture of innovation, through interdisciplinary teams, overcoming apparently insurmountable obstacles. We are thus developing innovative solutions that offer our customers a real advantage. Our objectives guide our development priorities. One of them consists in promoting ever more eco-friendly production by using sustainable raw materials as well as renewable energies. We came closer to achieving these goals in 2015 by using, for the first time in Europe, and perhaps the world, biogas coming from the methanization of agricultural waste in the glass melting process. With this test campaign, we have demonstrated that using biogas is a feasible option.

Stefan Jaenecke

Managing Director, North Europe



UKRAINE New developments

Baydera chooses Verallia for its first brandy

★ Verallia in Ukraine was chosen to develop and produce the first bottle of brandy for Baydera, Ukraine's leading producer of wines, spirits and Vermouth. This successful cooperation led to the creation of Koblevo, a bottle whose rigid shoulders are softened by faceted edges. This launch goes to show that even in a particularly difficult situation, in a country where a limited number of new products are introduced, Verallia in Ukraine is chosen for its reputation of being a reliable partner capable of developing new projects with brio.



PORTUGAL Communities

Verallia Portugal sponsors the "Vinhos Verdes" Ceremony

👥 On April 24, at the Palácio da Bolsa (Porto), a ceremony singled out the best wines in the Vinho Verde region. Luís Baeta, Verallia Sales representative, handed over the award of honor at an event organized by the region's winegrowing committee. This event was also the occasion to salute the rise in wine sales locally.



GERMANY New developments

“Bavarian Heaven” within reach

★ Very attached to the Bavarian region, the brand **Hacker-Pschorr** is famous for its unrivaled know-how in **beer brewing**. The Paulaner group has chosen to emphasize the brand’s values and slogan “The Bavarians’ Heaven” with a new bottle designed to contain fifteen different beers and produced by Verallia Deutschland. This returnable bottle is customized by an engraving in the shoulder, a swing-top and a timeless design, characteristic of the beer market. Such attributes make the bottle stand out on the market while respecting the brand’s traditional character.



SPAIN Communities

Joining Nestlé’s “Alliance for YOUTH” program

👥 Nestlé Spain invited Verallia to join its “Alliance for Youth” program, Europe’s first private initiative focused mainly on combatting youth unemployment. Verallia España signed up to this program at a ceremony in Madrid presided by the CEO of Nestlé Spain, Laurent Dereux. Ms. Engracia Hidalgo, Secretary of State for Employment in Spain, was also present. Nestlé Spain and Verallia jointly conducted a survey on scholarship-holder work and apprenticeships, the results of which will be presented to the European Commission. Verallia is committed to promoting scholarships for students working in its centers and to developing the Verallia Chair at the University of Saragossa.



FOCUS

An Environmental medal for Verallia Deutschland’s Neuburg plant!

Neuburg town presents our local plant with an environmental award for its “District Heating” project.

Surplus heating from the plant passes through a town-built network to supply neighboring buildings like those of DonauMalz, Audi and the German Armed Forces. Verallia Deutschland also organizes training sessions and campaigns on environmental awareness for its employees.



“This medal honors a sustainable project generating energy savings. We are very proud to receive an award that encourages us to match customer satisfaction and even more environmentally-friendly production.”

Roland Unfried
Operations Director, Verallia Northern Europe

FRANCE New developments

Pretty bottle for Mugniot liqueurs

★ Verallia France was chosen to give the Mugniot container a new look. Revisiting the codes of leading liqueurs, this new bottle presents the brand's initials engraved in the neck and a recessed engraving in the lower body for better protection. Its 35cl format welcomes an array of aromas: cocktail-making consumers are simply spoilt for choice.



POLAND Environment

ISO 14001 and ISO 18001 Certifications

🌿 Euroverlux has added ISO 14001 and ISO 18001 to its list of certifications including ISO 9001 and ISO 22000. These standards concern quality, food safety, the environment and employee safety. They guarantee Verallia's customers a high level of quality and service.



FRANCE New developments

Château Roubine launches "La vie en rose"

★ This AOC Côte de Provence, harvested at night, is as floral and elegant as its bottle. The Alienor bottle is screen-printed by Saga Décor with black roses entwined like lace. This rosé's charming nose evokes cut grass, flower petals, before revealing floral hints of rose. To see "la vie en..."



ITALY Communities

Innovation and the environment central to the 34th edition of Enomarcia

👥 In April, Verallia Italia attended Enomarcia, an event organized by the pupils at the San Michele all'Adige agricultural high school. This Italian agricultural school is aimed at a broad audience, comprising professionals and students, and delivers specialized education, focused especially on the challenges of innovation in agriculture. During the day dedicated to wine packaging, Verallia Italia presented to tomorrow's wine experts and producers its two strategic priorities – innovation and respect for the environment – reasserting its proximity with the communities and its commitment to training.



SELECTIVE LINE

ALL AROUND THE WORLD



- 1 La Burdigala beer** - Paris bottle - **France** **2 Goodwynn gin** - Osaka bottle - **US Distribution**
3 Malacuera rosé wine (Do Ribera del Duero) - Futura bottle - **Spain** **4 Côte Jolie liqueur** - Nairobi bottle - **US Distribution** **5 Karate Cowboy** (Revolution Experiment) - Tokyo bottle **USA**
6 Baie des Perles white wine (Gérard Bertrand) - Malice Perle bottle - **France** **7 Mojito punch** (Soukous Kréol) - Ovation bottle - **France** **8 Indsens red wine** - Monaco Bottle - **France**
9 Mademoiselle Florensac rosé wine - Atlanta bottle - **France**

SINCE THE BRAND WAS FOUNDED IN 2008

85 MILLION
bottles on the market

in
50 COUNTRIES



- 10 **Miss rosé wine** (Clos du centenaire) - Alienor bottle - **France** 11 **La Crème de Génépi** (Distillerie des Alpes) - Atlanta bottle - **France** 12 **Pikesville whisky** (Heaven Hill) - Tokyo bottle - **USA**
 13 **Flor de Cana rum** (Compañía licorera de Nicaragua) - Customer specialty bottle - **Nicaragua**
 14 **La cave à cocktail** - Cologne bottle - **France** 15 **New Amsterdam** (Gallo UK via Kingsland) - Customer specialty bottle - **Great Britain** 16 **ID Vodka Blue40** (Al Ahram Beverages/Heineken Egypt) - Futura bottle - **Egypt**
 17 **Mamont vodka** - Customer specialty bottle - **Russia** 18 **Le Pigeonnier rosé wine** (Château Lagrèzette) - Bourgogne Renaissance bottle - **France** 19 **Fleur d'Hibiscus syrup** (Le monde des délices) - Atlanta bottle - **France**
 20 **9.Volt Premium spirit** - Osaka bottle - **US Distribution**



JIVE FLAVORED SPARKLING WINE

With this new edition featuring finer bubbles and a lower alcohol content, Herres has imagined an alternative to sparkling wine. Co-developed with Verallia Deutschland, this 75cl floral patterned bottle has a crown cap. It may be reused as a vase or a candle-holder.





The values of glass promoted at the Milan EXPO 2015



We shall never tire of saying it: glass is a material with values. It is the ideal packaging to contain food and beverages

because it is healthy and can preserve contents without altering their taste, flavor or aromas. Glass is a natural, safe and hygienic material; it has no impact on the environment because it is reusable and recyclable 100%, endlessly. But it also has unique aesthetic qualities, a highly elegant presence, with a customizable design that adds value to the brand and its contents. Qualities that we presented at the EXPO 2015 in Milan in the "Piazzetta del Vetro", which for four months became the showcase for glass made in Italy, with the collaboration of Assovetro, the Italian glass industry's association and member of Confindustria, and FEVE, the European Container Glass Federation. Together, through the products and video installations, we helped visitors discover the benefits that make glass such a special choice: close to consumers, ideal for the environment.

Marco Ravasi
Managing Director, Italy

PORTUGAL New developments

Porto Cruz, in all transparency

★ Verallia Portugal has developed for Porto Cruz, the world's n°1 port brand, the new Porto Cruz White bottle.

As white is quite an uncommon color for port, Porto Cruz chose clear-colored glass instead of the traditional shades of green or cinnamon. Transparency is also a value Porto Cruz wants to convey. The innovatively-designed bottle is slightly taller than traditional bottles. This 100% national product strengthens Verallia Portugal's position on its market.



FRANCE Communities

Verallia, supportive of the Banque Alimentaire (food bank)

👥 Verallia France has contributed to the work of the Banque Alimentaire du Cher food bank by offering jars, the standard ware for jam. Every year, tons of fruit are recovered from large supermarkets or producers. After being canned by volunteers, the jars are distributed throughout the year to the beneficiaries of the bank's partner associations. To share in this commitment and promote Verallia jars, a jar was presented to each VIP during the International Agricultural Fair 2015 in Paris.



UKRAINE AND POLAND

New developments

Zorya and Euroverlux: fine teamwork!

★ Ostoya, the new bottle produced by the Zorya plant (Ukraine) and decorated by Euroverlux (Poland), has arrived on the market. The two plants' teams worked hand in hand with the marketing team of Pernod Ricard to develop this new product for the Polish market. The customer chose Futura from Selective Line's range in extra-flint glass, a perfect combination for producing a decorative finish that highlights this vodka's nobleness. This is a fine achievement for the plants of Euroverlux and Zorya.



SPAIN

Communities

New edition of oenology night sponsored by Verallia

👥 A large number of Catalan winemakers and cellar masters attended the most important annual gathering; a wine celebration day at the El Pinell de Brai cooperative, also known as "the cathedral of wine". Verallia España sponsors annually this dinner during which the greatest Catalan oenologists are honored.



FOCUS

Verallia Argentina's recycling campaign: "Glass, a transparent act"!

Verallia Argentina's recycling campaign began 3 years ago with 5 containers designed to collect and recycle glass.

With 20 collection containers in circulation in 2015, Verallia Argentina is now able to collect and buy glass packaging from the city of Mendoza. The proceeds for such purchases go towards the construction of a hydrotherapy center at the Humberto Notti pediatric hospital. The sum of \$70,000 has already been collected over the last 5 years, corresponding to 50,000kg of recycled glass. The aim of this program is to build public awareness of the necessity to recycle glass. A fine example of local community proximity in line with Verallia Argentina's CSR strategy!



2015 DESIGN COMPETITION EASY TO USE

PORTUGAL

For the second edition of its competition, Verallia Portugal chose the theme of convenience. Entrants had to propose projects that simplify consumers' routine everyday gestures.

PEDRO B. MAIA

Design lecturer, Coimbra Graduate School of Education, member of the jury



“ This smart and well thought-out competition is stimulating. It combines the reality of the professional and academic worlds, and strengthens students' enthusiasm for the design and creation process. To see them win a prize, with their skills recognized by the business world, gives us even greater responsibility.”



Discover the full winners' list on www.criatividade-verallia.pt/edicao2015



FIRST PRIZE

- ▶ **CATEGORY**
Spirits
- ▶ **PROJECT**
Aureus
- ▶ **AUTHOR**
Márcio Coelho
- ▶ **ESTABLISHMENT**
University of Beira Interior-Covilhã

SECOND PRIZE

- ▶ **CATEGORY**
Wines
- ▶ **PROJECT**
Degusta
- ▶ **AUTHOR**
Sara Silva
- ▶ **ESTABLISHMENT**
Coimbra Graduate School of Education





SUPER BOCK MIX BEER

For this new range of Lemon Vodka or Caipirinha-flavored Unicer beer, Verallia Portugal has made a blue-colored bottle that appeals to younger consumers and reflects the late-night world targeted by the brand.

VERALLIA NEWS

JUNE



Operational excellence



The VIM program (Verallia Industrial Model) has been developed and rolled out since

2012. It provides tools to measure and analyze our manufacturing losses, as well as methods to improve our processes. A vast training program was implemented to promote the method and disseminate its knowledge at the heart of our plants. VIM thus enables us to improve the quality of our products through better process control. It gives us more flexibility in job changes, enabling us to respond quickly and effectively to our customers' demands. Operational excellence also involves our CSR program. As a business, we need to grow with a permanent concern for respecting people, our environment and regulations. We accordingly conduct R&D studies that can lead to reductions in energy consumption, raw materials and emissions. Our furnaces are especially designed to take these parameters into consideration. Lastly, we develop tools that facilitate the eco-design of our products.

Pierre Balian

Technical and R&D Director



FRANCE New developments

Florensac winery celebrates its 80th birthday

★ To celebrate its 80th birthday, the Florensac winery wished to launch a qualitative range of innovatively and dynamically packaged products. This was achieved thanks to the Atlanta bottle and charcoal black decorative finish for this Gewurztraminer-based sweet white wine.

ITALY Communications

Eataly's partnership with Verallia Italia!

🍷 The Eataly brand, symbol of Italian cuisine and lifestyle, groups small national food and wine companies. It offers the best of craft productions at reasonable prices thanks to a direct relationship between producers and distributors. A Verallia Italia customer, Eataly is also a remarkable partner to convey the virtues of glass towards consumers.



BRAZIL Environment

Sinuelo goes green

 The Sinuelo vineyard that produces wines, sparkling wines and grape juice sold in Brazil and South America chose Verallia Brasil and its eco-designed Cabernet Cylindrical Ecova bottle for four new product ranges. Verallia's Ecova bottles are up to 30% lighter than the classic models and their production's environmental impact is reduced. Sinuelo has moreover added a screw cap to make drinking more practical. "The market is constantly moving and we have to deal with changing consumer trends. We think that this bottle will contribute to their development regarding table wines in Brazil", explains Guilherme Felipe Molon, Sinuelo vineyard Marketing Director.



GERMANY Awards

Verallia Deutschland's products honored by the BV Glas Innovation Awards!



 The "Trendtag Glas" (glass days) Innovation Awards organized

by the German glass federation were held for the second time in Francfort.

Two products packaged by Verallia Deutschland were honored during the ceremony. The first, in the food category, was Mozzier's Finest chocolate and cherry brioche, and the second, Jules Mum fruit juice in the beverages category.

FOCUS

Verallia Sevilla inaugurates new equipment

On June 12, Jean-Pierre Floris and Emmanuel Auberger inaugurated Verallia Sevilla's new installations at a ceremony attended by Spanish local authority representatives.

Many customers attended, including Coca-Cola, Heineken and Pernod Ricard. The €30m investment includes a new furnace, new equipment and the introduction of Flex Line technology, an innovative production system enabling the simultaneous manufacturing of containers of different weight on the same line. The project received the backing of the Andalusian agency for Innovation Development, via its president, Antonio Galán, and the mayor of Alcalá de Guadaíra, Antonio Gutiérrez Limones.



The Seville plant is now more flexible, more efficient, safer and more ergonomic, with a better trained and more competitive workforce."

Emmanuel Auberger

Managing Director France
(Managing Director for the Iberian Peninsula back in June 2015)



Launched at the end of 2015 in France, MyVerallia has proven very popular with customers. Available 24/7 on any kind of device (PC, tablet...) this portal enables customers for example to consult catalogues, order and track orders or use the custom-packaging app Virtual Glass. It is a real working tool that combines time-saving and flexibility. Building on this success, MyVerallia will be rolled out in other countries in 2016.



This modern and ergonomic portal offers quick and easy access to useful daily functionalities

to all Verallia customers, whatever function they work in (purchasing, marketing, quality...)."

Karim Boussabah
Bottles Marketing Director,
Verallia France





LA MAUNY RUM

This new bottle produced by Verallia France is more stately while remaining faithful to the La Mauny codes: low and wide completely cylindrical bottle, with marked shoulders on which is engraved the estate's signature. La Mauny proposes nine rum varieties, including an old rum highlighted by Saga Décor gold decor.

VERALLIA NEWS

JULY



Verallia Portugal's external communications honored



For Verallia Portugal external communications is a tool for dialogue, information and interaction that helps

cultivate a strong relationship with its customers. This dialogue is fundamental to build and maintain its image. External communications also help us to show how innovative we are compared to the competition. In reward for such efforts, Verallia Portugal received at the end of last October, a Communication Star that awarded an ad campaign involving seven adverts representing our main market segments. Our aim? To show the best glass can transmit: food safety, passion, history and transparency. Through the beauty of glass, Verallia Portugal embodies its leadership on the domestic market.

Rui Padrão

Managing Director, Portugal



PORTUGAL Sponsorship

Sixth edition of the “Vinhos Engarrafados do Tejo” gala

Verallia Portugal sponsored the “Vinhos Engarrafados do Tejo” gala held in São Francisco.

The aim of this ceremony was to promote the Tejo region's wines. 47 wines coming from 21 producers were awarded gold, silver and excellence medals; the



prizes were all distributed together with the new Selective Line catalogue. During the gala, Verallia's major innovations like the Virtual Glass app and fluorecent glass were presented, sparking the curiosity of the 300 guests gathered in a room decorated for the occasion by bottles from Selective Line's range, elegantly dressed with yellow “Gerberas” flowers.

FRANCE Awards

Selective Line and Saga Décor: expertise awarded twice at the Rhum Fest!

Issan rum won the 2015 gold medal at the Paris Rhum Fest. Sublimed by the Atlanta bottle from Selective Line's range, with a stepped bottom matching the decorative finish screen printed by Saga Décor, this rum comes from a traditional distillery at the heart of Thailand's first sugar cane producing region. The distillery works with plantations coming from its own lands and those of local growers. The distillations are produced with daily fresh sugar cane juice and in the softest way possible to preserve the specific flavors linked to the Land of Issan.



FRANCE New developments

Successful relooking for the 30th anniversary of Palermo's alcohol-free cocktails

★ Verallia France has obtained production exclusivity for Bardinet's Palermo range of alcohol-free cocktails. The bottle's rectangular lines are emphasized by elegant engravings. Four spiced-up bottles take up the Vermouth codes and the Italian art of living.



FRANCE AND GERMANY Awards

Health, safety and the environment



🏆 Verallia's plants were commended for their achievements and their progress in the field of health, safety and the environment.

At the Health-Safety Diamonds and Environmental Emeralds' ceremony, the Oiry plant (France) received a performance Diamond for its safety approach and the Bad Wurzach plant (Germany) a Diamond for its "Ergonomic Mold shop Improvements" project. The Vauxrot plant (France) received an Emerald for its "Air emissions reduction and climate change" project.

FOCUS

Verallia at the Milan Expo

From May 1st to October 31, Verallia Italia exhibited at the Milan Expo in the Federalimentare pavilion, the Italian food industry's Federation, alongside many glass packaging professionals in Italy.

Assovetro, the Italian glass industry's association, and the FEVE, the European Container Glass Federation, were also there. The aim? To show visitors all the benefits of glass: safety, health, taste, design, sustainability and recycling. Benefits that are the best way of "Feeding the Planet" – the Expo's theme – but also of providing "Energy for life", that which we save with recycling but also thanks to the role played by glass in reducing food waste.



VERALLIA SUPPORTS FRIENDS OF GLASS



Friends of Glass is a European community set up in 2008 by the FEVE (European Container Glass Federation). It supports all actions led in favor of glass packaging. It advocates for a lifestyle that adopts glass unconditionally, for three main reasons: health, taste and sustainability.

Friends of Glass wins an international Stevie* award



The FEVE, the European Container Glass

Federation and Weber Shandwick in Brussels won a gold Stevie at the 12th international trade award ceremony for the European *Friends of Glass* campaign. Commenting on the award, Michael Delle Selve, Communications Senior Manager for the FEVE pointed out: *"This prize is great recognition for the Friends of Glass community which is active in 11 European countries, including France, Great-Britain, Spain, Italy and Germany. It is supported by thousands of people who think that glass is the best packaging for preserving their favorite food and drinks and helping to keep them pure."*

www.friendsofglass.com

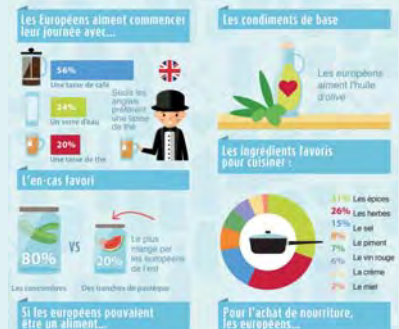
* Stevie awards were created to honor and show the general public the positive efforts and contributions of businesses and entrepreneurs all over the world.



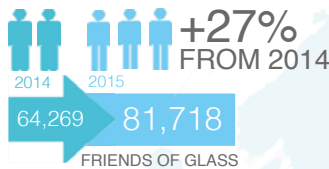
European taste map

Spring 2015, Friends of Glass launched the "Map your Taste" quiz to study European citizens' taste preferences, and understand the influence of

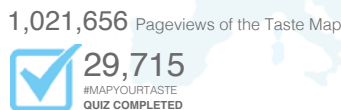
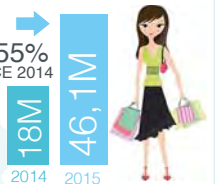
cultural factors on the latter. To date, more than 29,000 people coming from 30 European countries have taken part in the quiz, helping to build a European taste map.



#MAPYOURTASTE ONLINE RESULTS



+155% SINCE 2014





AMORA SAUCES

With this 20cl flask signed Verallia France, Unilever revisits the codes of the barbecue sauces market. Launched successfully in Northern Europe, the sauces are packed in a 20cl flask, a bottle traditionally associated with the world of spirits. Next step: the French market in 2016!

VERALLIA NEWS

AUGUST



Recognition of local and export markets



Verallia is one of the largest glassmakers in Ukraine. Thanks to its unrivaled flexibility, a recognized development

capacity and its extra-flint glass that is unique in the country, we are capable of meeting the most complex demands of our local and export customers. This know-how has enabled us to be a recognized international player with a sales presence in 16 countries. In this way, our loyal local customers like Global Spirits, Bayadera, Mondelez, Chumak, are joined by companies like Pernod Ricard, Jantoni and Maspex in Poland, Stumbras in Lithuania, Altia in Estonia, Saint-Nicolas in Slovakia, Schenk in Hungary and many others in Romania, Italy, France and Germany. Such recognition of our expertise was confirmed this year by our color glass productions and our development on the wine and beer markets in Ukraine with, for example, Henkell or Carlsberg but also on the side of exports with national leaders like Ambra or Bartex in Poland. 2016 should confirm this situation because the important investments planned, associated with the development and ever growing involvement of our teams, will enable us to give our customers even more satisfaction.

Axel Guilloteau

Managing Director, Ukraine and Poland

GERMANY New developments

T4U customization

★ Verallia Deutschland has developed a resolutely customer-centric philosophy and vision promoted under the “T4U” (tailored4u) label. The aim is to develop bespoke solutions for customers. One example of this approach is the design center located next to Verallia Deutschland’s Bad Wurzach plant that proposes the same services as a design agency: from conception to production in optimized manufacturing time with one and the same contact person.



PORTUGAL New developments

Verallia Portugal celebrates the success of Sharish Gin

★ Verallia Portugal was invited to celebrate the excellent results of the premium Sharish Gin created by António Cuco. During the evening, the new Sharish Blue Magic Gin was unveiled to the public. The Mahe bottle from Selective Line’s range— already chosen for Sharish Gin – will dress the Sharish Blue. It has become the brand’s signature, appealing to consumers who do not hesitate to share photos of the product on social media. The Sharish Blue Magic Gin is promised an international success and Verallia Portugal is delighted to be able to make its contribution.



FRANCE New developments

Launch of the color ebony

★ To position itself as a significant player on the craft brewers' market with a made in France offering and respond to repeated demands for a darker tint on other markets (that of sparkling wines for example), Verallia has designed a new color: ebony. Almost black and highly dense, it provides customers with a new way of adding value and making a difference. The first production run was organized at the Vauxrot plant, in France, and the micro-breweries were certainly present.



ITALY Communities

A dynamic partnership like "Pallapugno"

👥 This summer, Verallia Italia and its customer Araldica Vini, a global wine producer and distributor, organized an event at the Altare glass museum to celebrate their partnership. Since 2013, both businesses have sponsored a



traditional Italian game, Pallapugno, a sort of Italian pelota played in the most traditional regions of Liguria and Piedmont. During this

event attended by around fifty players from local teams, Verallia Italia and Araldica Vini recalled the values they share: their commitment in favor of sustainability and innovation, their anchorage on their markets and the willingness to conquer new ones.

FOCUS

Eco-packaging for Aurora's fine wines

The Aurora vineyard, established in the mountains of Serra Gaúchas, Brazil's largest winegrowing region, is now using eco-designed Ecova bottles for its Marcus James range of fine wines comprising eight different grape varieties.

The partnership with Verallia Brasil is not new: its table wines Sangue de Boi and Country Wine have been using the Ecova range for some years and, like those of the Marcus James range, are distributed over the whole country.



"For our small producers' cooperative, sustainability concerns have become central. The Ecova range corresponds to our corporate mission."

Lourdes Conci da Silva
Marketing Director, Aurora vineyard

2015 DESIGN COMPETITION SAY IT WITH GLASS

ITALY

Use the design of jars and bottles to showcase the contents' characteristic, this was the challenge posed by the competition organized by Verallia Italia. The students could choose from among three product categories: craft beer, Prosecco, honey and jam.

J.F. BARGELLINI

IED Istituto Europeo
di Design, Milan



“The Verallia Italia competition represents an important experience for participants: creative ideas become reality with innovative glass containers whose shape and contents evoke the future of packaging.”

WINNERS

► CRAFT BEER

Isotta 2, Michele Berti and Jakub Hrab, IED

► PROSECCO

Sigillo, Aysegul Cetinkaya, Chen Sida and Mete Icenler, Poli Design

► HONEY AND JAM

Dotty, Luisa Figueroa and Max Yogoro, SPD

► FACEBOOK PRIZE

Ducale, Alejandra Alzate, Romain Laroche and Anna Maria Triantafyllidi, Poli Design



Sigillo



Isotta 2



Dotty



Discover the full winners' list on
www.veralliaitaliadesigncontest.it



FLOW OLIVE OIL

Verallia Italia was chosen by Solo Olive Italiane to produce its new bottle of extra virgin olive oil, Flow, 100% made in Italy. This was imagined by the students of the IED (Istituto Europeo di Design) Milan and displayed in the pavilion of the Coldiretti – Italian agricultural organization – at the Milan EXPO.



Tasty 2015 for Friends of Glass!



As part of the “Look Beyond the label” campaign, the FEVE (European Container Glass Federation) launched the

#MapYourTaste quiz. Verallia was directly engaged in this approach through the FEVE Communications Committee chaired by Emmanuel Auburger, Managing Director of Verallia France. Verallia supports Friends of Glass, FEVE’s general public communication platform, in its ambition to change consumer behavior through an educational approach presenting glass as an environmentally friendly, healthy and taste-preserving packaging. Launched during the Milan EXPO, the #MapYourTaste campaign toured Europe with stopovers in Paris, London, Hamburg, Munich and Madrid. It also ran on social media where a game-like quiz invited participants to map their tastes. The findings were then presented in a computer graphic entitled “Taste of Europe”. The English, for example, prefer a glass of sparkling wine on Friday evenings whereas the French like to start the weekend sipping a cocktail. For 2016, Friends of Glass has more events planned around the theme “The Endless Life of Glass” that can be found on the website www.friendsofglass.com.

Percy C. Menth
International Marketing Director

BRAZIL New developments

Oxford and brandy go well together

★ Monte Reale’s VALDEMIZ X.O brandy has been sublimed by Selective Line’s extra-flint Oxford bottle. The highly exclusive character of this intense golden yellow beverage, produced by distilling wines made from Serra Gaúcha grapes, is enhanced by this bottle that is making its first appearance on the national Brazilian market. Monte Reale also proposes this brandy in a personalized wooden crate.



PORTUGAL Communities

Solidarity and back to school

👥 For the first time, Verallia Portugal sponsored the community action campaign “Solidarity and Back to School” addressing 450 primary school pupils in Figueira da Foz where its plant is located.

Under the slogan “Small Bottle and Small Jar”, Verallia Portugal offered each pupil a schoolbag containing a set of school supplies.

The school principal came in person to the plant to receive the bags before handing them over to the children.



ARGENTINA New developments

Making way for cinnamon

★ To follow the trends on the premium market, Verallia Argentina has introduced a new color for its Bordeaux, Burgundy and sparkling wine bottles: cinnamon. A first on the Argentinian market, confirming Verallia's positioning as market innovator.



FRANCE Communities

Happy birthday Oiry

👥 At the beginning of September, Verallia's Oiry plant invited its current and former employees and their families to celebrate the site's 40th birthday. 650 of them came to visit the glassworks. "The idea was to show our work and our know-how because this is what we talk about when we go home," explains Benoit Pernod, Plant Manager.



SPAIN Communities

All aboard for a winetasting

👥 Verallia España sponsored a winetasting organized in the Haro train station, in the district of la Rioja, and invited several of its customers to attend. Seven local wine producers are at the origin of this event that aims to make the region a world reference for wine tourism. This first edition was a resounding success. Over 500 specialized journalists and industry professionals, and more than 5,000 visitors, took part in the event.



FOCUS

Verallia España and Freixenet: partnering for cava!

Verallia & Freixenet have produced a video celebrating their partnership. Enhancing the quality of bottles for sparkling wines is part of Verallia's world-class manufacturing program (VIM).



For *cava*, the Spanish sparkling wine, the bottle is much more than a simple container, it plays a fundamental role in the winemaking process. Indeed, according to the traditional method, it is while fermenting in the bottle that still wine becomes sparkling. This process occurs on the racks where the bottles are stored on top of each other. In addition to the internal pressure caused by fermentation, they need to withstand storage loads and arrive on the consumer's table in perfect condition.

The glass bottle is critical to producing cava, just like our partnership with our suppliers, and more especially with Verallia. While cava is a traditional product, its future depends on innovation. We're rising to these challenges with Verallia."

Jordi Rabada
Production Manager, Freixenet

📺 [Watch the video on yearbook.verallia.com](http://yearbook.verallia.com)

SELECTIVE LINE

MOONEA IN ALL ITS FORMS

With its shapely shoulders and nice round body, the Moonea bottle wins over the international scene.



- 1 Kalios olive oil - France** **2 Hellstrom aquavit (Olsson Barbieri) - Norway** **3 Ratafia de l'Àvia liqueur (Maresme Distillery) - Spain** **4 Baiju HKB - China** **5 Whisper rum - USA** **6 Harvard Avenue gin (Half Moon Bay Distillery) - USA** **7 Roknar whisky (Farth North spirits) - USA** **8 Premium Lvov vodka (The Lviv Distillery) - USA** **9 Trinidad 1999 Mezan rum - Jamaica** **10 Purissima vodka (Half Moon Bay Distillery) - USA**



 SELECTIVE LINE
design by *Chantal Thomass*

A TOUCH OF CHIC FOR LUXURY BOTTLES
THE CHANTAL THOMASS COLLECTION FOR SELECTIVE LINE





A DECIDEDLY “DESIGNER” PARTNERSHIP FOR A NEW COLLECTION OF BOTTLES AND CARAFES



“What I really liked about designing bottles was that I’d never done anything like this before.”

MALICE AND VERTIGE

Catherine Descourtieux, Sales and Marketing Director, and Laëtitia Fabre, Brand Manager, both underlined the exceptional work of the engineering and design offices and the manufacturing plants in France: VOA in Albi for the “MALICE” bottle range designed for wines, spirits, syrups and water, and the Cognac plant for the range of “VERTIGE” carafes. They stated: “We are proud of our collaboration with Chantal Thomass and of this highly original “design by” collection”.

Selective Line asked fashion designer Chantal Thomass to design a “MALICE” bottle and a “VERTIGE” carafe that have joined its permanent Collection of standards. With boundless creativity, Chantal Thomass imagined 18 “*haute couture*” variations for these two bottles. This collection revisits the designer’s iconic styles: Peterpan collar, pearls, bows, buttons and padding.



The project’s elegance and audacity won over the Languedoc-Roussillon winegrower, Gérard Bertrand. His 2015 vintage “Baie des Perles” white wine marketed in France from the end of the year is magnificently showcased by the MALICE Perle bottle.



KROSS 5 CRAFT BEER

The new bottle produced by Verallia Chile for Kross 5 craft beer is a customized ebony Ecova model with the brand's signature engraved on the heel and the shoulders.



Ebony and vintage for Chilean wines



Over recent years, Chilean wines have been characterized by the quality of their packaging. And yet the range of bottles in Chile

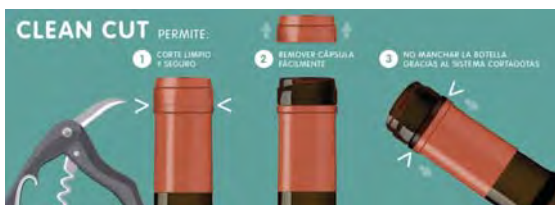
remains quite limited and dominated by standard models. We are thus facing an “elegant monotony”. Introduced at the end of 2015, the Vintage line is a response to the need expressed by winemakers to enhance the image of their wines on this traditional market. It features three distinctive traits: its dark “ebony” color offers a glossy finish and anti-UV protection; its “clean cut” ring enables, thanks to a wider collar, cut marks to be integrated so that the consumer can cut and remove the cap easily and cleanly; its bottom is wide and marked, in the middle of the push-up, by a star-shaped “Vintage Star” punt mark, while the crescent-shaped lugs mark the bearing surface. Finally, the height of these bottles has been reconsidered to enhance shelf detection. Vintage bottles strengthen Verallia Chile’s relationship with its customers who are offered, in addition to a widely recognized standard of quality and service, a guarantee of differentiation. These bottles help promote their wines and confirm our ambition to be the innovation and sustainability benchmark for glass packaging.

Gabriel Navarro
Managing Director, Chile

CHILE New developments

Introduction of the “clean cut” ring

★ Verallia Chile innovates with the launch of “clean cut” rings on its cork-sealed wine bottles. A cut mark facilitates the cutting and removal of the cap’s upper section. This differentiating ring gives the bottle a cleaner appearance after opening, and its anti-drop function facilitates serving.



BRAZIL Environnement

Ecological bottles for Brazil’s largest bottler

🌿 The Campestre vineyard, Brazil’s largest bottler of wines and by-products in Brazil, has invested in a new line of bottles for its range of table wines: the eco-designed Cabernet Cylindrical Ecova bottle. The bottles from Verallia’s Ecova range are up to 30% lighter than classic models and the environmental footprint of their production is lower. Campestre has also opted for the screw-cap version to facilitate consumption. In addition to its table wines, Campestre has chosen Verallia for its fruit juices and coolers.



CHILE New developments

Vintage Star: the details that make all the difference

★ Verallia Chile has launched a new generation of standard bottles that offer quite original aesthetics thanks to a few unprecedented details. Their shape combines a stylized image and robustness. Their “clean cut” ring is wider and enables the cap to be cut and removed cleanly and safely. Their bottom is wide and, when turning the bottle over, crescent-shaped lugs underline the bearing surface and, in the middle, the five-pointed star-shaped “Vintage Star” punt mark. The latter symbolizes the five elements of Antiquity: Earth, Water, Wind, Fire, and Soul. Miguel Torres is the first winemaker to have adopted the bottles from the Vintage range.



UKRAINE Awards

Winning double at the “Top 100 products”

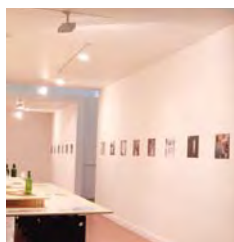
🏆 Verallia Ukraine won two prizes in the “Ukraine’s Top 100 Products” competition. The two winning bottles, Selective Line’s Moonea and Futura models, are extremely successful on high-end markets all over the world. Manufactured now in the Zorya plant for the local market, they contribute to the “premiumization” of Verallia Ukraine’s strategy and appeal to more and more customers.



ITALY Communications

Vini, Vindi, Vinci

🍷 From October 7 to 29, the designer Emmanuel Gallina presented, at the French Institute of Milan, an exhibition of prototypes and projects produced as part of the “Vini, Vindi, Vinci design and wine in Aquitaine” workshop. With the support of Verallia Italia and co-organized by EBABX, ensapBx and Politecnico di Milano Scuola del Design, this workshop



invited young graduates from the three schools and young professionals to reflect and work on designs inspired by the wine culture, from the vine to the table. Their innovative proposals showcased this local treasure, wine.

FOCUS

Verallia moves into e-commerce with Boboco



René Salomon SAS, Verallia France’s subsidiary specialized in distributing and warehousing premium-range bottles for the Cognac market has launched Boboco, a start-up selling bottles, jars and accessories online.



Its website www.boboco.fr proposes bottles and jars by batches of 6, 12 or 24. It responds in this way to the demand from consumers and small craftsmen looking for glass packaging solutions in very low quantities.

Through this initiative, Verallia explores new channels of distribution, notably BtoC, and reaffirms its positioning as the innovative glassmaker.”

Gabriel Gendreau
Director, René Salomon SAS

SPAIN New developments

Buy your craft beer bottles online

★ In launching the VIB (Very Important Bottle) website, accessible on www.misbotellasdecerveza.com, Verallia España has become the first Iberian glassmaker to open its online shop. Craft breweries can directly buy their bottles by choosing from a wide range of very trendy models available in two colors (amber and black). Bottles are sold per pallet. In the face of a growing demand for quality, authenticity, innovation, ever more surprising brands and products, the craft beer market is booming and microbreweries are spreading over many countries. Production in Spain this year should exceed 100,000hl and grow 33%. An upswing that Verallia España is supporting online!



CHILE New developments

Pisco rhymes with Toronto

★ Wiluf, the sole producer of ultra-premium Pisco, the exclusively craft-made liquor, has chosen Selective Line's Toronto 75cl model. The grapes for this Pisco are carefully selected from small producers in the Monte Patria valley in Chile. The Pisco is then obtained by double distillation of two grape types, pink Muscat and Muscat of Alexandria, and bottled manually. The low production (4,500 bottles) is a guarantee of quality. This Pisco is sold in Belgium, the UK and the Netherlands.



UKRAINE New developments

An extra-flint bottle for silver vodka

★ St. Nicolaus, Slovakia's first spirits producer has chosen a Verallia Ukraine bottle to present its famous Nicolaus vodka, the result of successive distillations and filtrations with a unique system of silver filters. The new bottle, whose slender shape is outlined by engraving, is available for the range's four formats (0.2l, 0.5l, 0.7l, 1l). The extra-flint glass emphasizes the product's premium nature and makes it stand out on the shelves.





KARAPUZ BABY FOOD JARS

Verallia Ukraine has taken its first steps on the baby food market by manufacturing two kinds of 200ml jar for “Karapuz” strained baby foods for The Association of Baby Food, the number one on this market in Ukraine.

VERALLIA NEWS

NOVEMBER



Shared values



Verallia's HR policy is based on respect for men and women, employee dialogue, equal treatment, non-discrimination,

managerial exemplarity and a culture of internal promotion. It guides employees throughout their careers by contributing to their professional development. Its priorities: diversity of profiles and careers, professional commitment, and the development of talent through training and mobility. This policy is based on shared values, formalized in our Principles of Conduct and Action, the application of which is a condition for belonging to Verallia. To this are added some managerial attitudes: act consistently with our values, develop the spirit of initiative and at all times put the general interest first, engage teams by getting involved in the organization and follow-up of their careers and their training. Every supervisor has a duty to set an example towards their teams. This approach in HR terms is part of our CSR policy that also aims at developing local labor markets and promoting solidarity initiatives with local communities.

Denis Michel

Executive VP in charge of Human Resources, Health and Safety

FRANCE Environment

Eco-designed bottle for AOC du Languedoc

 Sensitive to its eco-design process, Languedoc Wines inter-professional committee has chosen Verallia France to help develop its Languedoc model. The Languedoc Ecova bottle has thus been optimized by 90g compared to the current model. Its defining elements are still there: Bordeaux format and Languedoc cross engraving. No compromises have been made in terms of either design or dimensions. The bottle thus combines tradition, aesthetics and eco-design.



GERMANY Tradeshow

Glass and nature at the heart of BrauBeviale

 Verallia Deutschland exhibited at BrauBeviale, the world beverage industry tradeshow, with the slogan "Glass and nature – a perfect team". As was the case during the previous edition, the bottle tree was widely acclaimed by visitors. Three new developments were particularly showcased: Allgäuer Brauhaus's swing-top beer bottle, the patterned bottle for Jive sparkling wine and Selective Line's Grand Thomas vodka bottle. Taking the opportunity of this key fair for container glass



professionals, Jean-Pierre Floris, Chairman and CEO of Verallia, presented the business to journalists at a press conference: a first at this tradeshow for Verallia.

BRAZIL Investments

Startup of the Estancia plant

In November, the furnace of the new Brazilian plant Estancia operated by IVN (*Industria Vidreira do Nordeste*) in the country's North-East State of Sergipe was fired. IVN is a joint-venture between Verallia Brasil and Ipiaram whose shareholders are the Viera family. The traditional match ceremony was attended by site employees and representatives of IVN, Ipiaram and the Verallia Brasil management team. The plant that will initially employ 140 people manufactures glass bottles and jars for food and beverages.



FRANCE Awards

Fluorescent glass honored at the SITEVI

Fluorescent glass, developed at VOA in Albi, has received an Innovation Award at the SITEVI (International wine production equipment and know-how tradeshow). To echo this award, Verallia and VOA produced a “fluo” gallery on their joint booth during the fair that was held in Montpellier at the end of November. This spectacular innovation was a great success with visitors.

FOCUS

A white bottle for Santero's 958

Verallia has produced the sparkling “958” wine bottle for Santero, one of the main producers of wines and sparkling wines in the North of Italy and a long-standing Verallia Italia customer.

Made of flint glass that is then satin-finished, this bottle conveys and exalts the values of the product, and accordingly contributes to its success. A commercial on the main Italian TV channels introduces the product to the general public, while increasing considerably its potential sales estimated at around three million bottles.



Santero's 958 is the result of extraordinary work that led to the production of a best-seller. Thanks to the packaging designed and produced by Verallia Italia, it arouses strong emotions and not just for the palate!"

Alessia Cappellin
Marketing and Sales Development
Manager, Verallia Italia

2015 DESIGN COMPETITION

A JAR FOR GOURMET PRODUCTS

For its first design competition, Verallia Deutschland chose to join up with Zwiesel *Glasfachschule*, a vocational training center for jobs in glass.

The competition was focused on manufacturing feasibility with a precise theme, “a 200 ml jar for gourmet food”, encouraging students to reconcile imagination and realism.

HANS WUDY

Director, Zwiesel
Glasfachschule



“ This type of competition creates incredible personal and professional development paths for our students.”

FIRST PRIZE

► **AUTHOR**
Alice Schiedel





MAGNA BORDEAUX BOTTLE _____

Verallia Argentina has developed a premium 75cl Bordeaux bottle: the Magna. Thanks to its special ring, it can be used with tin or aluminium complex capsules. A project led with "Ecova Attitude", a philosophy aimed at creating added value through innovation, differentiation and sustainability.



VERALLIA NEWS

DECEMBER



Be recognized as the most innovative glassmaker



For the second edition of its design competition, Verallia Argentina invited participants to work on the

specificities of glass as a material in terms of creation, technique and marketing. Given the potential for olive oil in our country, we challenged them to create a bottle for this local flagship product that has been the subject of recent investment and promotion efforts. The participants presented 30 projects and were invited to an Innovation Day to discover the manufacturing process and trends for 2016. The jury included design professionals, representatives of the olive oil industry and Verallia experts. The competition was first held in 2014, inspired by similar events organized in other countries like France, Spain and Portugal. Given its success, we decided to put the event on again in 2015. Each project presented was of a very high standard, both in terms of the project itself and the talent demonstrated by its author. The purpose of our engagement was to show the Ecova Attitude, our work philosophy aimed at creating added value through innovation, differentiation and sustainability and being recognized as the industry's most innovative glassmaker: a winning strategy!

Walter Luis Formica

Managing Director, Argentina

UKRAINE New developments

Subliming Jantoń's premium spirits

★ For the Polish company Jantoń, Verallia Ukraine developed and produced the new bottle for Dobrońska Prestige flavored-vodka available in five different flavors and in 0,2l and 0,5l formats. Its curved contours make it easier for the consumer to hold and the transparency of the glass underlines the purity of the contents. An appeal reinforced by the engravings and the highly-colored labels.



CHILE New developments

Ebony rhymes with protection and aesthetics

★ Verallia Chile launched ebony to complete its color range on the Chilean market.

This color especially targets premium and very high-end wines segment. Its density ensures ideal protection against the effects of light. By proposing a color that is unique on the Chilean market and increasingly sought after internationally, Verallia Chile enables Chilean wines to differentiate themselves through their packaging.



ITALY New developments

Collio becomes 2.0

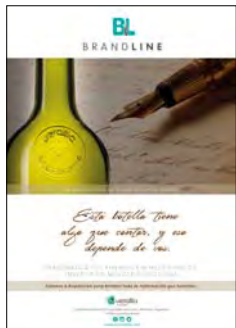
★ Verallia Italia has produced the new Prosecco Collio 2.0 bottle imagined by designers from DCM Associati. More elegant and modern, the bottle can now be engraved on the shoulder to display the reference to Prosecco. An exclusivity proposed also by Verallia on other bottle shapes.



FRANCE New developments

Party-time for Marie Morin

★ The famously traditional Marie Morin chocolate mousse dressed up for the end-of-year festivities with this limited edition combining the recipe's smoothness and a red-lacquered Verallia jar decorated by Saga Décor. This new cooperation between Marie Morin and Verallia France has created a product that has quite naturally found its place at end-of-year parties.



ARGENTINA New developments

Accessible customization

★ Verallia Argentina now offers its customers the chance to access differentiating bottles without having to pay for custom-designed molds. This technique, baptized Brand Line, consists in tracing a circle onto the bottle in which a design can be stamped.



FOCUS

Time for biogas

During a six-month campaign that began in the summer of 2015, Verallia Deutschland tested on one of its furnaces in the Bad Wurzach plant the use of biogas in the glass-melting process.

This biogas, coming from the methanization of waste from a farm close to the plant, replaces fossil fuels up to 50%. The plant consequently reduces CO₂ emissions and marks its lead in using renewable energies. Through this large-scale test phase, supported by the German Federation of Industrial Cooperative Research Associations (AIF), the effects of using biogas on production can be studied.



“Our plant that makes over a billion jars and bottles a year is the first glass plant in Europe to test the use of biogas for melting.”

Simone Spielmann
Energy and Environment Manager,
Verallia Deutschland

2015 DESIGN COMPETITION

ARGENTINA

A BOTTLE FOR OLIVE OIL

For this competition's second edition, Verallia Argentina invited participants to imagine a bottle for olive oil. This local product is booming: recent investment and promotion efforts, associated with the product's health, well-being and gourmet virtues, have boosted consumption.

G. GUARDIA

Director, Olivícola Laur



“For one of the region's businesses to promote the search for a truly differentiating olive oil container was a pleasant surprise. What attracted me most among the projects are the simple models that have been given totally original finishes. For some years, Argentina has found recognition on the olive oil market and this Verallia initiative is the missing link to project us onto the international scene. Congratulations!”

FIRST PRIZE

► **PROJECT**

Drop

► **AUTHORS**

Adriana Cortese, Hernan Braberman and Virginia Gines



SECOND PRIZE

► **PROJECT**

Almazara

► **AUTHORS**

Antonio Stagliano



Discover the full winners' list on
concursocreacion.ar.verallia.com

DIVE INTO THE WORLD OF VERALLIA

Verallia has launched “Verallia World”, a 3-D platform presenting the business and its portfolio of products and services. Through five different areas, it covers all the tools and media available. Modern and dynamic, its responsive design enables use on computers or tablets. Every Verallia entity can adapt it to its market, for example by adding presentations of its plants or its customer success stories.

CORPORATE
General information on Verallia



FOOD
Products and services



BEVERAGES
Products and services, Selective Line



PRODUCTION
Processes, operational excellence, glass occupations



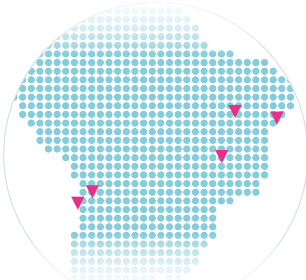
Contact your Verallia salesperson for an immersive demonstration!

INNOVATION
Design competition, digital tools, etc.



CERTIFICATIONS : A VERALLIA PLEDGE

With 32 certified glassmaking plants, Verallia is committed to controlling the impact of its operations on the environment, energy, quality and food safety, as well as employee health and safety.



FRANCE				
ALBI	●	●	●	●
CHALON-SUR-SAONE	●	●	●	●
COGNAC	●	●	●	●
LAGNIEU	●	●	●	●
OIRY	●	●	●	●
ST-ROMAIN LE PUY	●	●	●	●
VAUXROT	●	●	●	●
GERMANY				
ESSEN	●	●	●	●
NEUBURG	●	●	●	●
WIRGES	●	●	●	●
BAD WURZACH	●	●	●	●
ITALY				
CARCARE	●	●	●	●
DEGO	●	●	●	●
GAZZO VERONESE	●	●	●	●
LONIGO	●	●	●	●
PESCIA	●	●	●	●
VILLA POMA	●	●	●	●

PORTUGAL				
FIGUEIRA DA FOZ	●	●	●	●
SPAIN				
ALCALA DE GUADAIRA	●	●	●	●
AZUQUECA DE HENARES	●	●	●	●
BURGOS	●	●	●	●
LAS PALMAS GRAN CANARIA	●	●	●	●
MONTBLANC	●	●	●	●
ZARAGOZA	●	●	●	●
RUSSIA				
KAMYSHIN	●	●	●	●
KAVMINSTEKLO	●	●	●	●
UKRAINE				
ZORYA	●	●	●	●
BRAZIL				
CAMPO BOM	●	●	●	●
PORTO FERREIRA	●	●	●	●
SÃO PAULO FABE	●	●	●	●
ARGENTINA				
MENDOZA	●	●	●	●
CHILE				
ROSARIO	●	●	●	●*

* From 2016.

ISO 14001

ENVIRONMENT

Businesses certified ISO 14001 are led to implement environmental management to limit their impacts on the eco-system by innovating and reducing their energy and waste management costs.

OHSAS 18001

HEALTH AND SAFETY

This certification encourages businesses to implement occupational risk prevention actions to limit accidents at the workplace and enhance employee performance.

ISO 50001

ENERGY

This certification enrolls businesses into a continuous improvement process to minimize energy expenses and deal with global warming.

ISO 9001

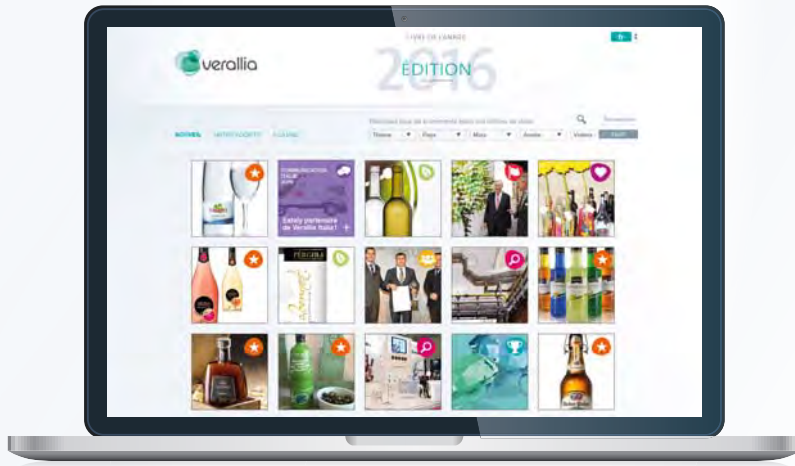
QUALITY

This standard implies that customer and regulatory requirements have been accounted for in the design and manufacturing of products, together with the implementation of a continuous improvement process.

ISO 22000

FOOD SAFETY

This food safety management system leads businesses to continuously train their staff on new laws, standards and regulations on community requirements concerning food products.



Join us
on yearbook.verallia.com



Excessive drinking is dangerous for your health. Consume with moderation.
Verallia supports its customers' communication campaigns for sensible drinking.

www.verallia.com

