

# VETROTIME

**MARKET**  
Local breweries

**NEWS**  
Milk products in  
glass bottles

**CUSTOMER SERVICE**  
High standard of training  
across the Group





<b>04   EYE-CATCHER</b>	Christmas
<b>06   NEWS</b>	Weight-reduced glass bottle for milk
<b>08   TRAINING</b>	Promoting young talent, training specialist staff
<b>09   MARKET</b>	A passion for brewing
<b>18   NEW DESIGNS</b>	Diversity in glass
<b>24   CUSTOMERS</b>	Fine wines in stylish bottles
<b>26   FRAGMENTS OF CULTURE</b>	Exhibitions and bold bar decor

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**Cover picture.** Freshly brewed beer is pure pleasure! Favourite beers are debatable but the variety beer offers isn't up for discussion. The combinations of flavours are creative, adventurous and sometimes even daring. Just as you've taken your first sip you can't wait to indulge in the next. It's no wonder, as the beers retain their original taste when stored in glass bottles. The engravings, screen prints and labels are also a feast for the eyes and their shapes are a perfect fit for your hand.



**Dear readers,**

As I browse through the latest edition of Vetrotime, still practically hot off the press, three fascinating topics in particular catch my eye. Of course, selective perception is subjective. Even if we are all looking at the same thing, what we actually see will vary from person to person and each of us will notice something different.

In this edition, my attention was drawn first of all to the topic of beer – not just because the front cover itself indirectly sets the mood for the BrauBeviale trade fair from 13 to 15 November, but also because of the passion that all brewers put into producing the perfect balance of quality, innovation and pleasure. It is almost like an expression of faith, a commitment to “doing what we do with all our heart and soul!”

Vetropack employees are fuelled by an “inner passion” too – a passion for quality. This is not just something we talk about; we also put it into practice. If we want to set the standard, we need to embody our claim to “leadership in quality” in the way we think and in everything we do, making it part of our mindset. We therefore make an effort to promote young talent and support our staff with the aim of achieving all-round Vetropack quality. That is the reason why we have appointed a Group-wide Head of Training and Staff Development for the first time. In Nuno Cunha, we are fortunate to have a proven expert in HR management on board. His experience will help us to develop together even more as a team and as sparring partners. You may be wondering why I am telling you this. The answer is quite simply because the better we get, the more we can do for you. “Leadership in quality” and training and development as a form of lifelong learning serve as a guarantee of good service for our customers – from production to accounting, from sales to technology and from customer service to reception.



By the way, have you noticed that there are festive replicas of our bottles and jars hanging on Christmas trees? I hadn't realised this at all, so when I saw the double-page feature entitled “Eye-catcher” on pages 4 and 5, it made me laugh out loud. In future I will make sure to look very closely when I come across a Christmas tree – and I hope you will do the same.

On that note, I would like to take this opportunity now to wish you all a happy New Year and a good start to 2019!

Kind regards,

A handwritten signature in blue ink, which appears to read 'J. Reiter'. The signature is fluid and stylized.

Johann Reiter  
CEO Vetropack Holding Ltd





## EYE-CATCHER

Glass can be made into almost anything, and it is not just shiny baubles that adorn Christmas trees. Just one glance at Christmas tree decorations is enough to spot a lot of things that are reminiscent of Vetropack “growing” on them: beer and sparkling wine bottles, jars preserving vegetables and fruit or those well-known milk churns which are making a comeback as milk bottles. Although we have admittedly not yet produced Wolfgang Amadeus Mozart, we do make the bulbous bottle for the popular Mozart liqueur.











## SUCCESS STORY

# Weight-reduced glass bottle for milk

*A great revival for glass. Studies have shown that more and more Austrians are keen to see more glass packaging. Austria's largest milk processing and distribution company, Berglandmilch eGen, is responding to consumer demand, with Vetropack Austria supplying the required glass packaging.*

"We have accepted that, little by little, consumers are looking for a substitute to cardboard and plastic packaging – and glass provides this alternative. This acceptance is in line with the current trend," explains Josef Braunshofer, Managing Director of Berglandmilch, commenting on the reintroduction of milk and yoghurt packaged in glass. The company, which is also parent to brands such as Schärddinger, Stainzer, Tirol Milch and Lattella, has been offering milk in 1-litre flint glass bottles and yoghurt in 450-gramme jars since spring 2018. "We want customers to be able to decide which packaging they prefer," says Braunshofer.

### Working with Vetropack Austria

Vetropack Austria produces the glass packaging at its Upper Austrian site in Kremsmünster. "We performed a market analysis to look for an ideal bottle shape that suited both us and our products, distinguished us from other companies on the market and largely resembled the well-known bottle shapes people know from the past – the key phrase being 'childhood memories'. We developed the new design together with Vetropack." In addition to quality, the location was also crucial.

"We definitely wanted the bottles to be produced in Austria. Not only because of the short transport distances but also

because the collection rate for used glass in Austria is just over 90 per cent. And finally, as a regional producer, it is important to us that all aspects of our products come from Austria."

When it comes to producing glass packaging, it is important to balance customer requirements and technical challenges. The experience that the glass specialists have built up over many years proved to be especially valuable: "Our first few meetings were primarily focused on the design of the new bottles. Vetropack was a huge help in this respect," says Braunshofer.

### First test run

The first glass bottles – under the Schärddinger "Berghof" brand – made their début on supermarket shelves in April 2018. The demand was there right from the beginning. The first plans for further improvements came just a short time later: "After four months, we were able to reduce the weight of our milk bottle to 420 grammes with the help of Vetropack," says Braunshofer, pleased with this. After all, less weight means less energy is consumed during the production of the bottles and thus fewer CO<sub>2</sub> emissions are generated. Optimising the weight also has a positive impact on logistics. "Our target weight is 450 grammes, but we may even manage to get it to below 400 grammes."

### Further development

To optimise glass containers, the Vetropack Group uses strategies such as the “finite element method” to strike the perfect balance between aesthetics and efficiency. Glass designers use this method to work out which areas of the bottles or jars are subject to particularly high loads and where the stress is comparatively low. Rather than analysing the glass body as a whole, this involves “deconstructing” it into individual parts, whose structural behaviour is easier to characterise than that of the entire body. Vetropack can then use this method to identify, strengthen or modify areas of the glass container that are under a great deal of stress. Less glass is used in low-strain places. The “finite element method” allows Vetropack to make changes to the bottles that are barely noticeable to the naked eye, yet make production even more efficient and kinder on resources.

The 405-gramme lightweight milk bottle is already undergoing test fillings. The moulds for the bottle production have been adapted for this purpose. When filled to the brim, the optimised milk bottle now also has a higher content capacity. The specialists have also already set to work on a weight-optimised yoghurt jar.

### One-way versus multi-trip

Berglandmilch has opted for one-way glass bottles for its new packaging. Commenting on this, Braunshofer says: “We are somewhat doubtful about the opinion that the multi-trip bottle is the solution to all environmental issues. The studies out there are already a few years old. A lot has changed since then. Nowadays, glass bottles are transported and cleaned by entirely different means.” Berglandmilch is planning to update these studies to get clear and meaningful data on the question of one-way versus multi-trip.

For Braunshofer, the contents of the bottles make all the difference when it comes to deciding whether to use multi-trip bottles for Berglandmilch: “Cleaning water or beer bottles is less complex than dealing with dairy products, which are different because of their consistency. Grease residue and dry matter that develops during evaporation, for example, are just two of the criteria that need to be considered when it comes to cleaning multi-trip glass milk bottles.”

Vetropack Austria will also participate in the study and supply Berglandmilch with specific data and up-to-date figures. The glass packaging producer has been doing this

for a long time already and has thus helped Berglandmilch eGen with its public relations work. “Just like at the start of our partnership, we trust Vetropack in this area as well and know that its specialists will find the most efficient solution.”



### Glass – a European trend

The trend towards glass is not just an Austrian phenomenon: a Europe-wide study conducted by the European Container Glass Federation (FEVE) showed that younger Europeans in particular value this packaging material: three out of four participants prefer glass to other materials. The study also provided the reasoning behind this result: the respondents believed glass to be the safest and most environmentally friendly packaging material. There is no migration between the glass packaging and its contents. Glass protects the product inside like a safe.





## CUSTOMER SERVICE

## Promoting young talent and training specialists

*Well-trained and motivated employees and modern production techniques are important cornerstones for ensuring customer satisfaction. This is why the Group-wide training centre in Pöchlarn, Austria, was opened around a year ago and Nuno Cunha was appointed Head of HR, Training and Personnel Development for the Group in September.*

Industrial glass production requires comprehensive technical knowledge, which as a rule can only be acquired with a great deal of practical experience. The demands being placed on specialists are also constantly increasing, especially as technology is also changing. It is important to stay on the ball and to get to know and master the latest technology. To be up there with the best, you have to be able to rely on well-trained employees in all fields of activity, among other things. This is why Vetropack sees education and training as key elements of customer service and has set itself the goal of playing a pioneering role in terms of quality under the slogan "leadership in quality". At Vetropack, quality is reflected in all areas of activity – from production, accounting, sales and technology through to customer service and reception.

*"He who ceases to be better ceases to be good."*

*This quote by the Austrian writer Marie von Ebner-Eschenbach fits perfectly with Vetropack Group's corporate philosophy.*

"glass processing engineering" apprenticeship almost at the same time as the training centre was launched.

The first nine glass process engineers began their training in Pöchlarn this September (see info box). These two examples are testimony to Vetropack's efforts to promote young talent and provide ongoing training for specialists.

Nuno Cunha joined Vetropack Group as Group-wide Head of HR, Training and Personnel Development this autumn. "My goal is to achieve a collective, high level of education and training throughout the Group," says Cunha. "This benefits all of us – staff members, customers and the company. After all,

we have to keep developing further in order to successfully meet the ever-changing challenges we face."



For around a year now, courses for production staff have been held at the Group-wide training centre in Pöchlarn to allow them to keep pace with the very latest production techniques. Vetropack set up the

### Modern apprenticeship with prospects

The glass processing engineering apprenticeship covers all technological aspects of glass production – from mechanical engineering and automation technologies through to the composition of glass and glass melt and finished glass containers. After three and a half years of training, glass process engineers monitor, control and refine the production processes.



## LOCAL BREWERIES

## A passion for brewing

*The local beer-brewing scene is booming because it is giving the market fresh impetus. Long-established breweries and young entrepreneurs alike are developing new products with a great deal of passion and creativity. After all, beer-lovers have gained a taste for new things and are keen to try local specialities. Vetrotime sensed something was brewing and paid a visit to seven local breweries with some fresh ideas. These are based in Switzerland, Austria, the Czech Republic, Croatia, Italy, Slovakia and Ukraine.*



### Quality, innovation and fun

Founders of the Swiss Simmental beer, Björn Thoma, Tristan Mathys and David Ziörjen, first discovered the taste of craft beers in Florida. Simmentaler Braumanufaktur has a total workforce of seven. The standard range comprises two lagers and two ales, with various other beers depending on the season. In the last brewing year, the small brewery produced around 100,000 litres of beer.

“There are many good beers”, says Thoma. “Beer is a question of personal preference, of course. Nevertheless, there

are a few basic factors to consider when it comes to quality. The beer should not have any off flavours or aromas which may arise during the brewing or storage process. It is also nice when you can identify the specific style of the beer when you drink it.” Spring water from two regional sources lend the Simmental beers their special taste. For Björn Thoma, choosing a favourite kind of beer largely depends on the weather and mood. In the summer, he says he opts for a smooth lager, whereas in winter he goes for a heavier pale ale.





The brewery opted for Vetropack as a supplier mainly because of Vratislav Prevor, Sales Manager for Wine and Spirits at Vetropack Switzerland, Thoma says. Contact was first established three years ago at the BrauBeviale trade fair for the beverage industry. "At the table next to us was one of the world's largest breweries, which was dealing with several millions of bottles. We, on the other hand, were negotiating one pallet of bottles per delivery! Vetropack made time for us. I think this attitude is important for a company's long-term strategy." The Simmentaler brewery packages its beer exclusively in glass bottles. Although every type of container has different advantages and disadvantages, there is a bigger demand for bottled beer in Switzerland, according to Thoma.



David Ziörjen (Technical Director), Björn Thoma (Finance and Sales) and Tristan Mathys (Head of Purchase, Production and Marketing)

**"We want to bring a rich beer culture to Ukraine"**

***In general, what is it that makes a good beer?***

Mikulín Vasyľ: Good beer is made from quality ingredients by a passionate and knowledgeable brewer. Tastes and preferences differ, but quality is of the utmost importance.

***How did you come up with the idea of opening a brewery?***

It's almost always the same: people who really love beer can't find the drinks they want, so they go into brewing themselves. We wanted to bring a rich beer culture to Ukraine. We ourselves want to explore the vast universe of beer with our friends and fans.

***How many varieties and how many hectolitres do you brew?***

We have a core range of 10 to 14 beers (depending on the season) and over 100 one-off experimental brews which reflect our desire to try out new things. The volume will vary depending on the beer.

***If you could describe your beer in just three words, what would you say?***

Quality, experimentation and fun.



**Which is your favourite beer and why?**

I'm personally fond of wild beers with mixed fermentation. They're so multi-layered and complex. But any well-executed kind of beer is a pleasure to drink.

**What do you love about beer in general?**

Its versatility! Beer is a drink for every occasion, season and mood. It can be sour, sweet or bitter, just like life itself, but always enjoyable nonetheless.

**What do you love most about your job?**

It's a huge pleasure to meet like-minded, exciting and creative people and share your passion and ideas with them.

**Why did you choose Vetropack as your supplier?**

We choose our partners the same way we brew the beer: quality is of the utmost importance.

**Why do you prefer glass bottles?**

Every type of packaging has its pros and cons. Beer is most commonly found in glass bottles and they are part of

the experience as far as beer drinkers are concerned. Our first packaging line is best suited to glass bottles as well.

**What do you think of PET bottles or cans for beer?**

Again, each type of packaging has its own practical features. Cans are lightweight and protect beer from light, whereas glass is more conventional, but PET is OK for storing draft beer for a limited time.



Mikulin Vasyl, founder of the Varvar brewery





## Harmonious, bitter and lasting

The Slovakian IKKONA brewery not only produces its beer at its own small brewery in Rožňava in eastern Slovakia, but also in other breweries specialising in craft beers, provided that these have the capacity and the appropriate brewing technology for the desired beer style. Each year, IKKONA brews 1,500 hectolitres of beer, currently in four breweries of different sizes. "We produce most of our beers in Slovakia but some speciality beers are also produced in the Czech Republic and Belgium," says founder Ladislav Kovács. Throughout the year, we brew 15 or so different varieties of beer.

"The competition among small brewers is huge. We focus on high-quality beers at reasonable prices. We also attach a great deal of importance to the diversity of bottom-fermented beers like lager. Bottling beer in light one-way glass bottles with visually appealing labels is another priority for the company," says Kovács. His favourite beer is HEAVEN'S DOOR, a strong Belgian beer. As well as six types of special malt and four varieties of hops, it contains juniper and sage. "The beer is always a great gourmet experience," he says.

Ladislav Kovács brews beer with passion. He particularly loves the creativity involved in producing a new beer like

no other. He claims that you can never have enough of a well-cooled and balanced beer.

Kovács worked with Vetropack Nemšová even before IKKONA was founded in 2014. "It is important to us for the favourite 0.3-litre bottles to be produced in Slovakia. On top of this, the quality matches the price and the communication with Vetropack is also excellent." He says glass was the best type of packaging for beer in the past, is still the best today and will continue to be in the future. All the more so because the better restaurants worldwide all offer guests wine, beer and mineral water exclusively in glass bottles. "At the same time, the glass container presents an ideal impermeable barrier between the beverage and the surrounding air, which ensures that the quality is maintained."



Owner Ladislav Kovács in his brewery







**“Beer tastes best served from glass”**

***In general, what is it that makes a good beer?***

Jiří Michalovič: The desire to have another one straight afterwards.

***How did you come up with the idea of opening a brewery?***

I’ve been working with food and beer for a long time already. For a while I owned a pub and started brewing my own beer at home until it grew into a commercial brewery.

***How large is your brewery?***

Although our 25 tanks hold up to 40,000 litres of beer at a time, with about 15 employees, we’re still a microbrewery. You could say we’re an average-sized microbrewery.

***How many varieties and how many hectolitres do you brew?***

We brew about 50 varieties of beer. A large number of these are available throughout the year and we’re always adding special additions here and there. We will have brewed around 5,000 hectolitres this year.

***How do your beers differ from others?***

Our beer is excellent!

***If you could describe your beer in just three words, what would you say?***

I only need three letters: YUM.

***Which is your favourite beer and why?***

The 11 Mazák extra bitter. When you drink this beer, you can feel the pleasant bitterness spread across your tongue and there’s simply no going back.

***What do you love about beer in general?***

Probably the alcohol. Otherwise, I’d have to work in a soft drinks company.

***What do you love most about your job?***

Beer.

***What are your latest achievements?***

This year, we won several beer awards in both the Czech Republic and abroad. But I believe one of our biggest achievements this year is our beer “Summer Day”, which has a light and fresh taste of citrus.



**Why did you choose Vetropack as your supplier?**

We prefer to partner with local suppliers. And Kyjov is very close by.

**Why do you prefer glass bottles?**

Beer tastes best served from glass, whether bottled or on tap. More and more of our customers are favouring glass bottles. That's why we sell our beer in them.

**What do you think of PET bottles or cans for beer?**

Unfortunately, they are still in demand because not all customers want glass bottles. Fortunately, those tendencies are declining and the trend towards craft beer in glass is increasing in strength.



Brewer Miroslav Dobeš and Martin Vaculík, owner Jiří Michalovič and housekeeper Jakub Kondei

## Eye-opening experiences, quality and honesty

The beers produced by Austrian brewery Schloss Eggenberg boast a regional flavour which is popular in other countries too, says master brewer Thomas Lugmayr. The company brews around 20 different types of beer and is one of the medium-sized breweries in Austria. Lugmayr likes it that his profession allows him to produce such great products. "The production process still has a touch of mysticism for me," he adds. This mysticism is also reflected in the diversity of the ranges – as long as it's tasty, anything goes. He claims that bad beers are a thing of the past.



Lugmayr's favourite beer is currently the Sommerfrisch, a refreshing beer with hoppy citrus notes and a low alcohol content.

Creating new types of beer with exceptional flavours is what Lugmayr loves doing. It is what gives him such a fiery passion for his profession and for beer as a drink: "Beer has been a purely natural and honest beverage for thousands of years. If you consume it in moderation, it is also healthy," he grins.





Master brewer Thomas Lugmayr in his brewery Schloss Eggenberg

**“Beer never ceases to amaze me”**

***In general, what is it that makes a good beer?***

Andrej Čapka: As in most professions, passion and an ability to question new challenges form a good foundation. Nevertheless, in the end, you need a qualitative process and good ingredients to keep these things consistent.

***How did you come up with the idea of opening a brewery?***

Pioneering the local homebrewing scene for a decade allowed me to develop my entrepreneurial potential. The result was Zmajska, Croatia’s first craft brewery.

***How large is your brewery?***

Our current annual production capacity is approximately 10,000 hectolitres. It really depends on the variety and packaging and, thanks to of all our preparations (brewhouse, packaging facility, new facility), it can easily be expanded by another 30 per cent.

***How do your beers differ from others?***

Our beers are precise, and consistent with the unmistakable signature of a master brewer.

We have a very successful partnership with Vetropack Austria. Just like Vetropack, the brewery believes in a high level of quality. “And we want to have a sound, personal relationship with our suppliers.” Like beer, glass packaging has been around for a long time now. “Glass is unrivalled in terms of its suitability for food and drink.” Although PET bottles or cans for beer make sense in certain regions or situations, multi-trip glass bottles are, generally speaking, simply unbeatable in many respects.





**If you could describe your beer in just three words, what would you say?**

Precise, balanced and consistent.

**What is your favourite beer and why?**

Personally, I don't have a favourite beer, but I credit my real admiration for beer to breweries such as Sierra Nevada, Brewdog and the Russian River Brewing Company.

**What do you love about beer in general?**

The fact that it never ceases to amaze me.

**What do you love most about your job?**

Having the opportunity to turn a hobby into a successful business that now employs more than ten people.

**What are your latest achievements?**

We were recently presented with the "RateBeer Award" for being the best craft brewery in Croatia and the best beer in Croatia for our barrel-aged Russian Imperial Stout, which was my favourite beer from my homebrew days and one of the reasons I opened a brewery.

**Why did you choose Vetropack as your supplier?**

Because it is a reliable partner which was willing to cooperate with me as a brand-new entrepreneur. Above all, I'm impressed with Vetropack because of its passion for its products, which is reflected in every single business division.

**Why do you prefer glass bottles?**

Because they are excellent at preserving the quality of the beer over an extended period and, on top of that, they are more environmentally friendly than other types of packaging and 100 per cent recyclable.

**What do you think of PET bottles or cans for beer?**

PET bottles are less good in terms of beer quality, the environment and consumer behaviour. Beer cans, although good container, still have best before even if empty and customer perception is not the same as of glass.



The team at the Croatian brewery Zmajska.

## Pure, unadulterated craft beer

Matteo Minelli and his wife set up the Flea brewery out of a love for and sense of affinity with their town of Gualdo Tadino in Italy. The town is famous for the many sources of



exquisite water surrounding it. The medieval fortress Rocca Flea overlooking the town inspired their “Birra Flea” beer. The names of individual beers also hark back to medieval characters, heroes and myths embedded in the town’s history.

Expansion work is currently in full swing at the Flea brewery, with both production itself and the warehouse and offices all being extended. A quality laboratory will also be given centre stage in future. “We’re looking to increase production, install state-of-the-art machinery, focus on even more environmentally friendly brewing and employ more staff,” says Matteo Minelli. Local beer enthusiasts are also to be given the chance to discover and sample the beer. The brewery’s standard range includes ten variations, including a light beer, a wheat beer, a strong beer and a gluten-free one. At Christmas time, they brew one with hints of cinnamon and cardamom. The Flea brewery produces some 12,000 hectolitres of beer each year.

“Our beer stands out for the immense quality of the raw materials,” says Minelli. “These include the very purest spring

water and barley malt from a family business in Umbria.” Quality and professionalism were also decisive factors when opting for Vetropack as a supplier. “Glass bottles offer perfect protection for our delicious beers and ensure that the original taste is preserved. And it is essential for our beer to be able to carry on fermenting in the bottle.”



The Italian Flea brewery is located in Umbria, surrounded by many springs with excellent water.





**"A BEER FIT FOR A GRAND OPENING"**

## Welcome to Puidoux

*This summer, western Swiss brewer Docteur Gab's moved to new premises. To mark the occasion, it created "Pou Pou Puidoux", a beer filled in cuvée-tinted glass bottles produced by Vetropack Switzerland.*

No fewer than 17 years after Swiss brewer Docteur Gab's was established, this summer it was time for a change. So the halls of La Claie-aux-Moines in Savigny closed their doors and the company relocated to Puidoux, about seven kilometres away. Docteur Gab's made the move as it had been enjoying so much success recently that the previous site had become too cramped. "With our new equipment, we have more space to expand our production further," says Reto Engler, who is in charge of production and communication.

To mark the grand opening on 30 June 2018, the brewers created a special beer that was only available that day – and which was filled in bottles manufactured by Vetropack's Swiss plant. Fans of Docteur Gab's can, however, enjoy its broad range of beers in 0.33-litre glass bottles produced by Vetropack Switzerland at any time.



**AROMATIC**

## Intense aroma well preserved

*Vetropack Austria produces the 0.25-litre flint-glass bottle for Aiko's soy sauce at its Lower Austrian plant in Pöchlarn.*

The weight-optimised flint glass bottle for the product 'Salsa de Soja' with evenly sloped shoulders and a small diameter fits superbly into consumers' hands. Vetropack Austria manufactures the lightweight glass bottle for the Aiko brand using narrow press and blow technology. The soy sauce is bottled in Austria too by Mautner Markhof Feinkost GmbH.

The well-known delicatessen company also produces classics such as tarragon mustard, horseradish specialities and various speciality vinegars and has been on the Austrian gourmet foods market for 170 years.



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## CELEBRATORY

## Ideal as an aperitif or throughout the meal

Vetropack Italia manufactures the cuvée-tinted glass bottles for Tenimenti Civa's "Ribolla Gialla Extra Brut" sparkling wine. The 0.75-litre bottles with rounded shoulders and a long neck add a touch of sophistication to every party in their new, radiant look. Engraved above the white paper label are the letters T and C, which stand for Tenimenti Civa – the producers of this noble wine.

Ribolla Gialla is an old variety of grapes cultivated in most parts of the wine-growing region of Friuli Venezia Giulia. In Bellariva di Pivovetto, on Friuli's eastern hills, Tenimenti Civa grow these ancient grapes to produce dry and sparkling wines. Ribolla grapes make a straw yellow colour wine with a delicate scent of lemon and sage, enriched by a wild strawberry fragrance that gives a pleasant, fresh and yet pungent sensation. It is ideal served at 8°C as an aperitif or throughout the meal.

You can pair Ribolla gialla sparkling wine with delicate fish starters but it is also perfect with fried vegetables, or with a "crostino", toasted organic bread with a light layer of butter topped with thinly sliced rainbow trout.



## PORTUGUESE BEER

## Well-hopped refreshment

Vetropack's Austrian plant in Kremsmünster produces the amber glass bottles for Portugal's Sagres beer. The design stands out thanks to its clear and simple lines.

The 0.33-litre glass bottle for Sagres beer, from Portugal, has been given a new engraving on the shoulders – the brand's unmistakable shield-shaped logo. Vetropack Austria manufactures the long-necked bottles with crown corks at its plant in Kremsmünster. The amber glass bottle has a straight, slim body and sits snugly in your hand.

Sagres is one of Portugal's two major beer brands and is owned by the Dutch Heineken Group. Although the beer is named after the Portuguese village of Sagres, it is brewed close to Lisbon. Sagres Branca is a pilsner, characterised by its pleasant bitter taste. Whether you prefer it as a liquid accompaniment to your beach trip or in your own home, this beer's golden colour is a welcome sight anywhere.





#### AROMATIC

## Good things come in small packages

*The distinctive Appenzeller Alpenbitter liqueur is made using 100 per cent natural ingredients. Vetropack's Swiss plant manufactures the green bottles for this aromatic spirit.*

The 0.1-litre green glass bottle packs a lot in – Appenzeller Alpenbitter liqueur contains 42 different herbs and spices and has an alcohol content of 29 per cent. Vetropack Switzerland produces the handy glass bottles in St-Prex. The long, slightly tapered neck flows seamlessly into the round shoulders and lends the bottle its unmistakable design. The label in the centre depicts Appenzell's mountainous landscape and the German words for "character", "style" and "personality" are engraved around the bottle above this. The bottle has a pilfer-proof cap.

In 1902, a Swiss man named Emil Ebnetter was experimenting with native medicinal herbs and set in motion the success story of this aromatic liqueur. The spirit's key ingredients include gentian root, juniper, aniseed and peppermint leaves. The family-run company keeps the secret recipe under lock and key.

#### CULTURAL HERITAGE

## Distilled from juniper berries

*Borovička is an inseparable part of the Slovak cultural heritage, the spirit is based on juniper berries. The company OLD HEROLD, s.r.o. has been committed and loyal to the original recipe for over 90 years, which is also appreciated by the true gourmets. The company Vetropack based in Nemšová has been producing the flint glass bottles for this product.*

The bottles used for Borovička spirit have a short neck of the flint glass which opens smoothly out into defined shoulders and straight body. Vetropack Nemšová produces one-litre bottles for this traditional distilled spirit produced by OLD HEROLD, s.r.o.

The mystery of Koniferum borovička, also popularly called "Koniferka", is hidden in strict compliance with the traditional recipe of real ingredients with a "light" alcohol content. The base of this light refreshing taste is the highest quality distillate through a two-step distillation process of fermented mash from the pulp of juniper berries.

"Koniferka" belongs to the most popular make of Borovička in Slovakia. Slovaks hosts their friends with nearly 40 million shots of this drink per year. This is the reason why OLD HEROLD have introduced the offer of bottling Koniferum borovička into a 1-litre bottle of Lider model.







#### FEMININE

## Sweet sparkling wine

*Vetropack Gostomel manufactures the new cuvée-coloured glass bottles for "Ukrainske" sweet sparkling wine which make an elegant and graceful impression amongst the other sparkling wine bottles on supermarket shelves.*

The "Ukrainske" range of sparkling wines, launched by the Ukrainian sparkling wine company Stolichny in 1992, was created especially for women. The cuvée-tinted sparkling wine bottle manufactured by Vetropack's Ukrainian plant in Gostomel also comes with an exclusive look. The 0.75-litre bottle with a champagne closure radiates elegance and grace, qualities that are emphasised by the equally sophisticated blue and gold label.

"Ukrainske" is available as a medium-dry, medium-sweet and sweet white sparkling wine and a sweet rosé sparkling wine. Stolichny advertises its creation with a slogan that translates as "As enticing as nature". A sense of tradition and modernity are reflected in both the wine itself and the design of its bottle.

#### RICH IN MINERALS

## Modern design for sumptuous water

*Fatra mineral water, filled in glass bottles produced by Vetropack's Slovakian plant, comes from the most mountainous region of Slovakia. The water is reflected in the unique bottle design that resembles a crystal.*

The Slovakian Fatra mineral water in the new glass packing manufactured by Vetropack Nemšová is elegantly preserved like a crystal. Czech designer Jan Čapek came up with the modern design for the 0.25-litre green glass bottles, for which he won the "Grand Czech Design" award. The surface features the silhouettes of countless crystals, with the lettering spelling out the name of the mineral water engraved in the centre.

Developed for hotels, restaurants and cafés, the mineral water originates from the Turiec region. The region is located to the northwest of the country and is surrounded by the Malá Fatra and Veľká Fatra nature reserves, among others. The mineral-rich water is named after both nature reserves.







#### MINIMALIST

## Natural tea

*"Kaluko Natürlich" is red tea made from fruit tea, black tea and peppermint tea. Vetropack's Austrian plant in Pöchlarn produces the 0.25-litre flint glass bottle for this vegan drink.*

Stripped to the bare essentials – that is how the design of the new flint glass bottle manufactured by Vetropack Austria for the Austrian Kaluko tea could be described. The screen print has just as much of a clear and classic look: a simple name with bold, straight lines. Nothing inhibits the view of the long-necked bottle and twist-off cap of the red thirst-quencher.

A few years ago, two young Vorarlberg natives began producing iced tea themselves. The beverage soon became a bestseller in their own five Viennese restaurants. Large-scale distribution of the drink was therefore an obvious next step. The start-up is supported with bottling and distribution by the family-owned company Rauch Fruchtsäfte, which is also based in Vorarlberg.

A blend of fruit tea, black tea and peppermint tea, fruit juice extracts, ginger and mint give the iced tea its natural taste. Kaluko contains no additives and is available in selected retail outlets and in numerous catering establishments.

#### SWEET

## Small bottle, huge enjoyment

*Vetropack's Croatian plant in Hum na Sutli manufactures the 0.25-litre flint glass bottles for the new iced tea by San Benedetto. It is available in lemon or peach flavour.*

Vetropack Straža has been producing glass bottles for the Italian beverage manufacturer San Benedetto since 1975. The 0.25-litre flint glass bottle for the iced "Indian Black Tea" is one of its latest gems. Manufactured using the blow-blow method, the bottle is equipped with a crown cork and has a short neck and short shoulder area. Its cylindrical body is wrapped in an exquisite gold and orange shrink sleeve. Iced tea lovers can choose between lemon or peach-flavoured Indian Black Tea.

San Benedetto opened the first bottling plant for mineral water from the San Benedetto and Guizza sources near the Italian city of Venice in 1956. Since then, the former local producer has developed into an international business with a presence in more than 100 countries worldwide.





## HOMAGE

# Diversity in flavour

*Vetropack's Croatian plant in Hum na Sutli produces the flint-glass bottles for the legendary Cockta drink. In its new container it stands out more in supermarkets in the Balkans than ever before.*

Cockta is one of the most popular soft drinks in the Balkan region, forming an intrinsic part of the lifestyle there. The thirst-quencher has now been redesigned by the Pointbleu agency from Barcelona, Spain. Produced by Vetropack Straža, the 0.275-litre screw-cap bottle bears a label with an unusual shape, which requires high-precision visual positioning in the production process. The slender silhouette of the flint-glass bottle is enhanced by a neckline shaped like a rosehip, the flavour of which is also contained in the drink. Apart from the long neck area, the surface of the body is finely textured.

Cockta has been captivating consumers with its irresistible taste of caramel, rosehip and 11 different herbs since 1953. The glass bottle also effectively protects the diversity of these flavours.

## PRECIOUS

# Perfectly protected

*One thing is clear: precious preserved food belongs in a jar. Vetropack Austria's completely revamped 205-ml wide-neck jar for Grossauer Edelkonserven not only provides the perfect protection for it, but also turns it into a real eye-catcher.*

Vetropack's Austrian plant in Pöchlarn ensures that the pesto varieties produced by Austria-based Grossauer Edelkonserven are presented in the best possible way. The contents and packaging blend well together, while the logo is embedded in relief on the front of the jar. The paper label bearing the company name, which fastens the lid to the jar, doubles as a secure closure. The wide-neck jar with a twist-off cap is ideal for storing this oily product, retaining the flavour of the pesto 100 per cent. The natural label is attached around the neck of the 205-ml jar with a natural fibre string. The pesto products with their new look have been available in shops and at markets since May.

Based in the valley of the river Kamp, Grossauer Edelkonserven's origins lie in the vineyards of the family winery, where owner Stefan Grossauer began cultivating vegetables around 14 years ago. Grossauer Edelkonserven offers a high-quality range with its many varieties of pesto, from unusual, classic and regional options through to seasonal and international ones.



*At your request, we can develop and produce the perfect customised glass packaging for you: coloured and finished – the choice is yours.*





## STAATSKELLEREI ZÜRICH

# Fine wines in stylish bottles

*Staatskellerei Zürich in Switzerland is one of the best-known wine producers of the canton of Zurich. The winery's foundations were laid in 1862 by a Swiss poet and wine lover in his capacity as the canton's official secretary. Almost the entire range of wines was recently switched over to glass bottles made at Vetropack's Swiss plant.*



*From wines from one grape variety and exclusive cuvées right through to port or sparkling wines – cellar master Fabio Montalbano (left) and Managing Director Christoph Schwegler press delicious beverages together with their team.*

Some 100 winegrowers from the canton of Zurich supply their grapes to Staatskellerei Zürich, which uses them to press fine wines in Rheinau, near Vetropack Holding's headquarters. Each year, the cantonal winery processes 300 tonnes of grapes and turns them into some 450,000 bottles of wine, depending on the vintage. This wine is sold in glass bottles produced by Vetropack Switzerland. Recently, the cantonal winery switched the packaging of almost its entire range of red, rosé, white and speciality wines to Vetropack bottles. The 0.75-litre standard bottles come in a cuvée (Vetropack Switzerland) and transparent finish (Vetropack Austria).

The paper labels or the printed versions – featuring decorated silk screen printing by Kurt Mayer Verpackungsglas GmbH

in Austria – are adorned with the name of the wine and the logo. The simple style also fits well with the equally stylish bottle design.

### Continuing traditions

Nestled in the idyllic Rhine landscape, Staatskellerei Zürich dates back to the year 1862. Gottfried Keller, a Swiss poet,



official secretary and wine lover, ensured that the Rheinau monastery cellar was taken over by the cantonal administration after the dissolution of the Benedictine abbey. With his signature, Keller sealed the merger of the Rheinau monastery cellar and the Zurich hospital cellar. The purpose of Staatskellerei Zürich back then was to supply the cantonal hospitals and institutions with wine. The company has now been a part of Mövenpick Wein AG since 1997.

Under the direction of cellar master Fabio Montalbano, Staatskellerei Zürich skilfully combines tradition with contemporary wine production. It is one of the largest wine producers in German-speaking Switzerland. The numerous specialities are usually only available on the market in small quantities and are enjoying growing popularity.

## PRIX VETROPACK

# Cheers to mature vines

*This year's Prix Vetropack went to the "Chasselas Vieille Vigne" white wine by the Vaudois winery "Les Propriétés de la ville de Payerne". The judges were won over by the noble wine's balanced flavours.*



The motto "the older the better", normally used in connection with wine tasting, says it all about the Swiss "Chasselas Vieille Vigne" wine, but only when it comes to its vines. These vines are 40 years old and thrive in the sloping vineyards by Lake Geneva in the Vaud region. The Chasselas won the Prix Vetropack at this year's Zurich International Wine Fair in Switzerland. Each year, Vetropack Ltd awards this prize as part of the fair to the producers of the best Swiss white or red wine from a main grape variety. Together with the specialists

at Vetropack Ltd, the team at the "Les Propriétés de la ville de Payerne" winery now have the opportunity to develop a wine bottle in line with their personal requirements.

The first Zurich International Wine Fair was held 25 years ago. Interest in the event, and thus also the number of wines entered in the competition, has increased with each year. In addition to the Prix Vetropack, this year also saw the awarding of an anniversary prize as one of the special prizes.



# FRAGMENTS OF CULTURE



## Decoration above a hotel bar

Many people treat themselves to exquisite drinks in valuable glass bottles at their hotel bar. But the glass treasure troves are a feast for the eyes when empty too. Above this particular hotel bar, countless green and brown glass bottles have been positioned next to one another to create a genuine work of art. The bottles rest on a sheet of glass that looks like a mirror. It is not until the viewer looks closely that they spot all the other bottles fixed to the bottom of the glass. The contemporary design of the glass shop Zand, Austria, fits subtly into the rather rustic wooden surroundings, providing a successful example of how modernity and tradition can co-exist in harmony.

### MARITIME

## Shaped by waves

Water is both therapeutic and threatening at the same time. These properties of this vital element have fascinated people since time immemorial, among them New Zealand artist Ben Young, who lives on the coast of North Island. Self-taught, he has been producing works made of glass for over 15 years. His work does not just reflect water, but rather incorporates it as the central element. The New Zealander works flat glass by hand then layers the individual sheets on top of one other to create a wave pattern. "I love transforming two-dimensional shapes into three-dimensional finished pieces," says the artist, who has exhibited alongside well-known glass artists in Australia and further afield. Young's work combines glass with various other materials. "I like working with concrete as my underlying material, as it provides a striking contrast to glass both physically and visually. Every time, the idea of bringing the two worlds together fascinates me all over again."





© Portheimka glass museum

## EXHIBITION

Not only does glass make excellent packaging for food and drinks, it has also gained quite a reputation in the world of art. American artist Karen LaMonte has a bachelor's degree in glass from the well-known Rhode Island School of Design in the USA. Until 4 November 2018, her elegant glass dresses were on show at the Portheimka glass museum in Prague in the Czech Republic. LaMonte learnt the art of glassmaking from the experts themselves in the northern Bohemian town of Železný Brod, which is synonymous with the craft. She liked the area so much that she now lives there.



© Ben Young

## GLASSMAKING IN ENGLAND

The National Glass Centre in the north-east of England is part of the University of Sunderland. Visitors can learn a lot of interesting facts about contemporary glass through various exhibitions and workshops and can even have a go at making glass themselves. The 3,250-sqm building was officially opened by Prince Charles in 1998. The heat emitted by the furnaces also serves as heating for the building.



© National Glass Centre



© National Glass Centre

Sunderland, once the largest centre for shipbuilding in the world, enjoys a long history of glassmaking. The National Glass Centre is located near the former Monkwearmouth-Jarrow Abbey, where, for instance, the windows were produced by Frankish glassmakers in 682 at the request of the Benedictine monk Benedict Biscop. Industrial glassmaking made a breakthrough in the 18<sup>th</sup> century. The area's location was ideal owing to the large quantities of cheap coal and high-quality sand imported from the Baltic Sea. Stuart Miller, a former history lecturer at the University of Sunderland, is convinced that the glass industry would not have existed had it not been for the region's other industries on the back of which it developed. He states that the glass produced in Sunderland was well known across England.



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