

VETROTIME

ANNIVERSARY

Kreismünster glassworks
celebrates 60-year milestone

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of enjoyment

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Dear readers,

Setting the publication date for this year's third and final issue of Vetrotime for the start of November was a deliberate move – and with good reason, as this month sees two major trade fairs taking place with several of our Group companies involved.

The first of the trade fairs we will be attending in November is SIMEI in Milan. Our newest subsidiary, Vetropack Italia S.r.l., will be making its debut appearance at this international winemaking and bottling equipment and packaging exhibition, where it will be presenting its own product range as well as that available from our Group. It will also be offering an insight into the synergies that can now be exploited as a result of the company joining the Group.

The BrauBeviale trade fair is due to open in Nuremberg just a few days later and we will be there with a Group stand – pooling together all of our Vetropack expertise, as it were. That should make for an impressive showcase!

There is one thing these two events have in common, which is that this customer magazine will be available at both. As soon as you start leafing through its pages, it is clear to see what means the most to us and our customers: glass packaging that shows its contents in the best light, makes an impact and leaves a lasting impression. We also report on what has been happening within the Group – such as the 60th anniversary celebrations at our Austrian glassworks in Kremsmünster in October, what we are doing with regard to sustainability and much more besides.

Regardless of whether you picked up this issue of Vetrotime by chance at one of our trade fair stands or are already one of our regular subscribers, I hope you find it a very enjoyable read!

And since there are only a few weeks to go before the year draws to a close, I would like to take this opportunity to thank you all for your excellent cooperation and the trust you have shown in us. I wish you and your families a relaxing holiday and great start to the New Year.

Best regards,

Claude R. Cornaz



GLASS PACKAGING THAT STIMULATES ALL THE SENSES

Kremsmünster glassworks celebrates its 60th anniversary

“Verpackungsglas für alle Sinne” – “Glass packaging that stimulates all the senses” – was the slogan of Vetropack’s anniversary celebrations to mark 60 years of operations at its plant in Kremsmünster. Customers, partners, suppliers, political figures and business representatives all came along to the party on 2 October. Governor of Upper Austria Josef Pühringer took advantage of the occasion to present Johann Reiter, Managing Director of Vetropack Austria GmbH, with an official award of merit from the state of Upper Austria. On the next day, 3 October, the glassworks opened its doors to the public and attracted around 2,500 visitors – a figure beyond all expectations.

In 1955, the Kremsmünster glassworks put the first melting furnace into operation, thus laying the foundations for manufacturing glass packaging on an industrial scale. It joined Vetropack Group in 1993, becoming the Group’s second plant in Austria and its coloured glass specialist. 220 varieties

of glass packaging are made here in a range of tones: white, green, brown and the special colours primeur and cuvée. The Kremsmünster glassworks supplies the German, Italian, French and Swiss markets. Combined with its sister plant in Pöchlarn, it produces 1,574 billion units of glass packaging per year.



SUSTAINABILITY REPORT

Sustainability counts: Heineken encourages top suppliers to assume responsibility

Much of the glass packaging produced by Vetropack Group is supplied to the beer industry. Including Heineken, the world's third-largest brewing corporation. For all brewers, the quality and design of their bottles is hugely important – not least when it comes to branding their different beverages. But Heineken also wants to know how sustainable its suppliers operate.

For Vetropack, the Dutch brewery, which supplies customers in almost every corner of the world, has a familiar face: Charles Richardson. The 38-year-old has his office in Zoeterwoude, on the outskirts of Leiden, where he works as Global Category Leader Glass Packaging/Heineken Global Procurement. Also included on his list is Vetropack; the collaboration with the key account is uncomplicated and has functioned well for years.

Richardson knows why. There are a number of reasons that make Vetropack attractive for Heineken: "Reliability is very important to us. We appreciate the consistent high quality of the products we receive from Vetropack, and all at reasonable prices," he explains. Vetropack inspects every single glass bottle – a quality check that also protects the health of all customers and consumers. What's more, the glass specialist seems to be in exactly the right place at the right time. The markets in Central and Eastern Europe – from Switzerland to Ukraine – where Vetropack has its production sites are also important sales markets for the globally operating traditional Dutch brewery. However, Vetropack not only supplies the respective domestic markets in the countries where its 8 plants are located; over 40 per cent of all glass bottles produced are destined for export markets.

Reliability, quality, price structure and geographical location – it is this combination that for Heineken tips the balance in Vetropack's favour. After all, the Swiss Vetropack Group is in the top tier of Heineken's suppliers, from crop growers in Africa to manufacturers of bottles of every colour and size.

Vetropack's decision to produce a Sustainability Report is music to Charles Richardson's ears. Even though the mutual flow of information has worked well in the past. "We welcome this decision. It is important for all companies to become conscious of the context in which they operate and the repercussions their business activities have for society

"We encourage our suppliers to contribute to sustainable development"

and the environment." All the more so, the manager says, as the glass industry is very energy-intensive. Heineken has also embraced sustaina-

bility and has committed to developing solutions to improve sustainability within the supply chain. This is something the investors also call for. In order to identify gaps, Heineken conducts supplier assessments in cooperation with the organisation EcoVadis, and has also published its own Code of Conduct for Suppliers. More than 40,000 businesses worldwide have signed this code; in doing so they, among other things, ensure integrity and undertake to comply with

certain sustainability standards in their business operations, for example with respect to human rights or environmental protection. Vetropack also supports these efforts. The rules are clear: "The Supplier Code defines the fundamental way in which we expect our suppliers to treat the environment and people with which they operate, and any



Welcomes voluntary self-assessments by suppliers with regard to sustainability: Charles Richardson, Global Category Leader Glass Packaging/Heineken Global Procurement

breach of the code is taken incredibly seriously, with the likelihood that it would lead to the end of the relationship," Richardson states. As a global player, Heineken intends to continue to use its influence to motivate suppliers to contribute positively to the development of our society.



IN BRIEF

Vetropack products & services

- Packaging glass
- Packaging design
- Packaging analysis support
- Bottling, conditioning and closure technology support
- Marketing consulting
- Glass finishing



SPIRITS

The spirit of enjoyment bottled in glass

There is nothing magical about distilling alcohol, it is simply a matter of sound craftsmanship. This skill is what lies behind the hearty spirits whose authentic flavours have cast their spell on countless connoisseurs – and nothing preserves the unique character of these drinks better than bottles made of glass.

The term “spirit” has its roots in the Latin word “spiritus”, which has ghostly connotations. The flavours which haunt the taste buds when it comes to drinking these distilled liquors capture the spirit of their key ingredients. The most common components used are fruit, grains and potatoes, followed by sugar cane, herbs and spices – and sometimes roots and tubers too. In any case, distillates only earn the name “spirit” if their alcohol content is at least 15 per cent (according to an EU directive).

Thoroughly authentic – right through to the glass packaging

Although the focus of any spirit – and indeed any drink – is on its contents, taste and quality, it is the packaging that first captures the eye and is perhaps even the decisive factor in persuading people to buy it. It is therefore no surprise that both well-known brands and small-scale traditional producers place a high value on creative and attractive bottle designs. The current trend is to sell spirits in distinctive, customer-specific glass bottles. After all, authentic products ought to be packaged in a unique and authentic way. This trend is certainly apparent in the case of vodka, which is very popular in all the markets in which Vetropack opera-

tes. “The company comes up with its own design for each vodka brand,” states the press centre of the international holding Global Spirits, which is based in Ukraine. “Setting your brand apart, from the ingredients right through to the story behind the product, is more crucial than ever these days if you want to achieve success as a brand,” says Harold Burstein, owner of STROH Austria. Oliver Matter, who owns the Kallnach distillery in Switzerland, adds a further point: “People are increasingly looking for alternatives to the big brands, and there is also growing demand for high-quality products.”

Making fine products even finer

As well as manufacturing standard bottles, all of the glass-works run by Vetropack Group produce individually designed bottles based on customers’ specifications, thus giving their brands a distinctive look and guaranteed recognition value. Whatever the shape or colour of these glass bottles, Vetropack enhances them with reliefs or sophisticated effects created with various types of labelling, varnishing, serigraphy or sleeves. There is also a range of design options available for the container itself, which can be round, oval, rectangular or even triangular in shape. Most of these



bottles are fitted with a screw cap. "Consumers pay a lot of attention to the visual aspects. The design seems to be even more important than the content itself," remarks Martin Spurný, CEO of OLD HEROLD s.r.o., probably alluding particularly to first-time buyers, who are not yet familiar with how the products taste.

Whether it is vodka, whisky, liqueurs, schnapps or fruit brandy, spirits virtually always come in transparent flint glass bottles. Coloured glass bottles are the exception rather than the rule, but they appeal to younger consumers who prefer bold designs to traditional ones. Colouring effects are often achieved through finishing techniques rather than in the glass itself: sleeves or full-surface tinted coatings, for example, add a bright or colourful touch to flint glass. On the other hand, transparent glass can be very effective for accentuating the clarity of the spirit inside or highlighting its sometimes iridescent amber tones.

Weighty arguments

The range of bottle sizes offered by Vetropack extends from 0.1 litres to 1 litre. 0.5 and 0.7 litre containers have proved particularly popular amongst consumers, along with smaller sizes such as 0.2, 0.25 or 0.35 litres.

Spirit bottles tend to be on the heavy side. In fact, there is

a long tradition of selling spirits in heavy bottles, as consumers appreciate "substantial" packaging in this product group. A solid bottle that has a weighty feel when you hold it symbolises the high quality of its contents.

Consumption and markets – a brief overview

Russia tops the rankings in terms of spirit consumption, at around 16.5 litres per capita in 2013. At the other end of the scale are Bosnia and Herzegovina and Turkey, with annual consumption levels of 1.4 litres and 0.8 litres per person respectively. The countries in which Vetropack produces glass packaging fall somewhere in the middle, with average levels of 2.1 litres in Italy, 2.9 in Switzerland, 3.6 in Croatia, 3.7 in Austria, 6.1 in the Czech Republic, 8.3 in Slovakia and 9.3 in Ukraine.

Ukrainian vodka is world-famous and known for its excellent quality and great taste. It is also the most popular spirit in Ukraine. In Slovakia, vodka shares this honour with two other drinks, Borovička (juniper brandy) and fruit brandies. "The popularity of traditional local products is constantly rising," says Martin Spurný. Meanwhile, in Croatia alcohol consumption has been stagnating since 2012, with bitter liqueurs making up a quarter of all spirits on the market, followed by brandy, vodka, other liqueurs, whisky and



schnapps. In Switzerland, demand for classic fruit spirits is declining in favour of drinks like gin, whisky, rum and vermouth. There is a rather different picture in the Czech Republic, however, where spirits are facing tough competition from beer and wine. The most popular spirit there is the herb liqueur Becherovka. Italians favour vodka and rum in particular, especially as aperitif cocktails, but spirit consumption in Italy is also falling. "Demand for spirits in Europe is generally sluggish," says Harold Burstein. "This is due to various initiatives encouraging responsible drinking and several increases in alcohol tax."

Cocktail creations

Spirits are commonly used in mixed drinks, with the international cocktail scene currently enjoying something of a renaissance. "There is a noticeable trend towards high-end beverages," says Harold Burstein. "After all, cocktails are an individual mark of quality for bartenders and bars." Bartenders are increasingly adding lower-alcohol spirits such as bitters or vermouth when mixing their cocktail creations.

TRADITIONAL AND EXOTIC

New spirits from Ukraine

Ukrainian consumers will find two new additions in the spirit aisle. The 0.5 litre bottles of Myakush vodka have an unmistakable traditional Ukrainian character and style, while "Salute Limoncello" liqueur, which comes in bottles of the same volume, exudes an exotic aroma. Both are packaged in flint glass bottles made by Vetropack Gostomel.

For many people, no good meal is complete without a drop of vodka or liqueur to finish it off. The range of spirits available in Ukraine now includes two new high-proof products – and whether drunk neat or mixed, as an aperitif or after dinner, connoisseurs of spirits are sure to love them.

Traditional ...

Since ancient times, bread has been a symbol of wisdom, fertility, labour and hospitality – all qualities that are reflected in the traditional character of Ukraine. This is something that the Trade House ALKOLINE was keen to convey in its latest product, so Vetropack's Ukrainian glassworks

in Gostomel incorporated these four terms into the glass bottles used to package it. The 0.5 litre bottle features a cork finish at the top, making it easy to handle, while the flint glass and the smooth contours of the design make it both transparent and light. The labels, also designed in a traditional style, emphasise Ukraine's national spirit.

"Myakush" signifies a sense of warmth and love for one's homeland. The vodka comes in three different varieties: "Traditional" version characterised by its mild and unadulterated flavour, "Myakush Ryed", prepared on the basis of a unique recipe using flavoured spirits of ryed crackers, caraway and dill, and "Home Myakush" prepared using spirits of linden and hips which betray special softness, lightness and taste.

... or exotic

Limoncello is a spirit with a fruitier flavour. Ukraine's take on this popular Italian liqueur is known as "Salute Limoncello" and, as its name suggests, it is based on the lemony drink produced in the Gulf of Naples, the Amalfi coast and Sicily. "Salute Limoncello" contains all the usual Mediterranean ingredients and has the same zesty aroma and rich, harmonious citrus notes.

The design of the 0.5 litre bottle used for the liqueur was implemented by the glass specialists at Vetropack Gostomel specifically for attractively coloured products with an exclusive flavour – so this lemon-yellow speciality is immediately recognisable on the shelf. At first glance, the clear bottle looks a little like a pear, with its elongated body flowing elegantly into its neck. It is sealed with a Guala closure designed especially for spirits. Curved lines accentuate its wide base.

The liqueur, which is produced by NIVA Wine Company Limited, is also available in lychee, almond and strawberry flavour. It is perfect for adding an extra kick to coffee or hot chocolate, mixing with Coca-Cola or on its own over ice.



HOPS AND TEQUILA

Trendy beer

The Wieselburg brewery based in Lower Austria is now brewing Desperados beer. Vetropack Austria is producing the 0.33 litre bottles used to package this trendy tequila-flavoured lager.

The Lower Austrian brewery Wieselburg has recently started brewing Desperados beer, a popular brand belonging to the international Heineken Group. Since Vetropack has strong local roots in this area, it makes sense to source the glass bottles for this beer in Austria itself. Vetropack Austria has therefore been supplying Wieselburg with 0.33 litre bottles since August 2015. The design of these flint glass bottles – with a crown cork mouth, an elongated neck and body and tactile lettering – is easily recognisable, especially amongst beer brands.

Desperados appeals to younger generations, so the focus is on live events such as party promotions, campaigns in clubs and discos and sponsorship of well-known festivals. The aim is to promote Desperados as a wild and super-trendy brand.



SPARKLING WITH ELEGANCE

Modern packaging for sparkling wine

Vetropack Gostomel is producing the new 0.75 litre bottles for the famous Marengo sparkling wine. The graceful and elegant shape of the body of the bottle sets this product apart from other drinks on the supermarket shelves – and its allure is virtually impossible to resist.

The Marengo sparkling wine produced by the Bayadera Group comes from a vast wine-growing estate covering 2.5 thousand hectares. This gently bubbling beverage is made from the finest European grape varieties, creating a blend of semi-sweet and semi-dry wine enriched with Muscat grapes. Marengo is produced using the traditional French Charmat method. To achieve the best sparkling wine, the mixture is matured in closed tanks, which means that the quality of the wine can easily be checked throughout the maturation process.

The British design studio Lewis Moberly, which is regarded as a trend-setter in European industrial design and works for brands such as Baileys and Moët & Chandon, came up with the Marengo bottle design. The strikingly shaped glass bottles, which are produced by Vetropack's Ukrainian plant in Gostomel, are bursting with elegance and exclusivity. With its sophisticated olive colour and sumptuously designed packaging, this sparkling wine from Ukraine's Black Sea coast has lost no time in capturing consumers' hearts.



A GOLDEN LIGHT ON THE HORIZON

The new "Baltika"

You probably can't wait until Friday finally comes around and you can celebrate the end of a long working week by enjoying a beer with your friends. In which case, there is light at the end of the tunnel thanks to the timely arrival of Baltika Razlivnoye Myagkoe, the new brew from Carlsberg Ukraine, which is packaged in glass bottles made by Vetropack Gostomel.

Baltika Razlivnoye Myagkoe is a light draught beer with a refreshing taste, thanks to its special recipe and production process. Top-quality hops and the use of cold filtration technology make Baltika an exclusive beer.

This new product is sold in 0.44 litre flint glass bottles made by Vetropack's Ukrainian plant. The glass specialists in Gostomel have developed a beer bottle that consumers can open by hand. Thanks to narrow neck press and blow technology, the bottle with its cork finish and twist-off cap weighs a mere 280 grams. The bottle's rounded shoulders, the engraved emblem of the popular Baltika premium brand emblazoned in the middle and the amber-coloured liquid inside give the beer a golden glow. So now there's nothing stopping you from experiencing the great taste of a good-quality beer in a bar or pub.



NOSTALGIC

Harking back to childhood

Generations of Austrians grew up with the citrusy soft drink "Schartner Bombe". Vetropack Austria in Pöchlarn is producing a new edition of the beverage's nostalgic green glass bottle.



In 1926, a spring was discovered in the Upper Austrian village of Scharten, which guests at the local bathhouse used to drink from. However, the natural taste of this pure spring water was not very pleasant, so Otto Burger mixed it with a fruit syrup from the Lichtenegger food factory. The experiment worked and the drink that still goes by the name of "Schartner Bombe" was born.

The green glass Schartner Bombe bottle is 16.5 cm tall and has a diameter of 6.5 cm. Its key distinguishing feature, however, is the striking bulge in its body, though in fact it has a capacity of just 0.25 litres. Since soft drinks in Europe are usually sold in 0.33 litre bottles, this is one of the main reasons why Schartner Bombe, which is most commonly found in the catering industry, stands out. Vetropack's Austrian plant in Pöchlarn has recently started producing a new edition of the bottle for this nostalgic soft drink, which generations of Austrians grew up with.

WORTHY OF THE SILVER SCREEN

Fresh from the source

For 35 years, "Sarajevski kiseljak" sparkling mineral water was sold in glass bottles with crown cork mouth. Now, however, the green bottles made at Vetropack's Croatian plant in Hum na Sutli come with a screw cap on top.

The Agrokor Group has replaced the entire range of containers for its Sarajevski kiseljak mineral water, with the old green glass bottles with a crown cork mouth now consigned to history. The new versions are still made of green glass, but they now come with a screw cap, while the angled edge that used to accentuate the shoulder area has now been rounded off so that it flows smoothly into the lower part of the bottle.

The 1 litre and 0.25 litre bottles are produced by the expert glassmakers at Vetropack Straža and the revamped model is in line with the current standards of the hospitality industry. It reflects both contemporary and traditional design and will grace any table with its film-star looks. After all, the advertisements for this mineral water from Sarajevo feature none other than Croatian film, TV and theatre actor Rade Šerbedžija, the founder of Ulysses Theatre, who is known in international circles for his supporting roles in films such as "Mission: Impossible II" and "Harry Potter and the Deathly Hallows".





A GROWING FAMILY

Catering for thirsty mouths both big and small

A new bottle size has been introduced for SilberQuelle mineral water in the catering sector. The new 1 litre bottles are made by Vetropack Austria.

The family of glass bottles used for SilberQuelle mineral water has grown: since July 2015, Vetropack Austria in Pöchlarn has been producing an additional 1 litre bottle for the catering industry. Two years ago, the glass experts developed a new flint glass bottle for SilberQuelle, with a high waist making it easier to pour from. This multi-trip container is now available in three sizes: 0.33, 0.75 and 1 litre.

SINJSKA ALKA

Commemorative Burgundy bottle

Three centuries ago, a 15,000-strong army of volunteers defeated an Ottoman force during the Ottoman-Venetian War, and this victory has been celebrated every year since with an equestrian competition. To mark the 300th anniversary of this event, Vetropack Straža produced a Burgundy bottle with a special commemorative label.

Every August, in the Croatian town of Sinj near Split, a ring jousting tournament is held in honour of the victory over the Ottomans in the 18th-century Ottoman-Venetian War, during which the town was besieged. The contest and its accompanying festival are known as the "Sinjska alka" and are part of Croatia's cultural tradition. The Sinjska alka was added to UNESCO's Intangible Cultural Heritage list in 2010.

To celebrate this year's 300th anniversary, Vetropack's Croatian plant produced a Burgundy bottle with a special Sinjska alka emblem. This olive-coloured glass bottle is from Vetropack Straža's standard range and the engraved crest features a lancer on horseback with the inscription "Alka Knights Society Sinj 1715". The black and white label depicting a horseman on his steed was designed by Nenad Dogan from Studio Dogan in Zagreb. The unpretentious glass bottles contain a fine red wine from Antun Plančić's winery on the island of Hvar.



SILKY SMOOTH

Full-flavoured sauces

Mayonnaise and tartare sauce are essential elements in many Czech dishes. Vetropack Austria produces 400 ml flint glass jars for these sauces, which are wrapped in an eye-catching sleeve to make them stand out on supermarket shelves.

Czechs love traditional mayonnaise and tartare sauce – especially with their favourite culinary speciality, fried cheese in breadcrumbs. When combined with other ingredients such as spices or mustard, these two condiments are also great for enhancing salad dressings, spreading on bread or adding an extra touch to a barbecue. Mayonnaise is often mixed into various dishes too.

Vetropack Austria manufactures glass jars with a capacity of 400 millilitres. This standard product features a screw cap and a sleeve, which not only boasts a colourful, at



tractive and modern look but also makes use of the entire surface area of the jar to convey more information about the product it contains. The Czech food producer ZÁRUBA FOOD a.s. attaches great importance to the quality of its products and the satisfaction of its customers. Most products are with high-quality rapeseed oil and a high proportion of egg yolk in its sauces, which are made without any preservatives or thickeners.

SIMPLY FRUITY

Vitamins packed into glass bottles

One of Vetropack Group's biggest customers in Poland is KORKUS, which packages its fruit juices in flint glass bottles made at Vetropack's Czech glassworks and based on a strikingly simple design.

Whether you drink it as a breakfast beverage or as an occasional thirst-quencher, a glass of fruit juice goes down

well any time – and the new glass bottles produced by Vetropack Moravia Glass provide the perfect packaging for this product, offering protection for its vital vitamins. The Soczek 0.33 litre bottle replaces an older model with the same volume. In terms of design, it is similar to the 0.75 litre juice bottle also used by KORKUS in Poland along with the smaller flint glass container. The company is one of Vetropack Group's main customers in Poland, where these fruity drinks are particularly popular.



This standard bottle features a twist-off cap and the fruit juice it contains comes in a variety of flavours: multivitamin, orange, green apple, blackcurrant, raspberry, strawberry or peach, often combined with carrot and apple. These refreshing drinks are enjoyed not only by the Poles, but also by people in Canada, the United Kingdom, Ireland, Lithuania, Latvia, Slovakia and Bulgaria.

RIGA FOOD 2015

An international experience

"Riga Food 2015", the 20th edition of this international gastronomical trade fair, took place in the Latvian capital Riga in September. Vetropack Gostomel was there to showcase its wide range of products.

"Riga Food" is the largest food fair in the Baltic states. It provides an insight into general trends within the food sector, highlights new products and offers visitors the chance to connect with well-known and reliable companies from the industry.

As well as presenting its new glass products, Vetropack's Ukrainian plant exhibited innovative solutions for wine and sparkling wine bottles and packaging for popular beer and soft drinks brands. Plain and simple designs and lightweight glass containers that help to save costs and reduce energy consumption are particularly in vogue at the moment.

More than 680 companies from 37 countries took part in the trade fair. Visitors had the opportunity to try new



products, watch professional chefs at work (and join in themselves), participate in bartender competitions and find out about raw materials used to manufacture packaging material.

CZECH PACKAGING PRIZE

Award-winning mineral water

Every year, the Czech Packaging Institute SYBA awards traditional packaging prizes, with the winners of its "Packaging of the Year" accolade automatically nominated for the WorldStar Awards. Two glass bottles from Vetropack's Slovakian plant triumphed in this year's competition.

The criteria which judges use to assess innovative packaging solutions are more or less the same from country to country. There are three boxes the perfect packaging needs to tick: protection, logistics and marketing. These factors therefore formed the basis on which the Czech "Packaging of the Year" prize was awarded, though attention was also paid to aspects such as sustainability and customer requirements.

In June 2015, the Czech Packaging Institute SYBA presented awards to two mineral water bottles produced by Vetropack Nemšová. The 0.33 litre bottle for Sulinka mineral water is distinguished by its long, slim neck. The glass specialists and designers tasked with developing this clear bottle wanted to create a harmonious balance between historical tradition and timeless elegance. Meanwhile, the flint glass bottle



for Rajec mineral water boasts striking, smoothly rounded shoulders. This 0.75 litre bottle featuring an engraved signature is sure to make a great impression at home or in a restaurant.

The winners – 27 in total across six categories – will now automatically be in contention for the international WorldStar Awards, which will be presented in Budapest, Hungary, in May 2016.



PRIX VETROPACK 2015

Sweet late harvest wine

Wine awards are not just prestigious accolades for producers – they also help consumers to decide which wines to buy. The most important competition for the range of international wines available on the Swiss market is the International Wine Awards in Zurich, where prizes such as the Prix Vetropack are presented.

Wine connoisseurs know which wines they like best, but there are always new arrivals on the market to try out too. Wine awards therefore serve as a guide for consumers as well as providing recognition for individual wineries.

The International Wine Awards, which take place every year in Zurich and are organised by the Expovina wine fair, represent one of the most important tests for wines in Switzerland. Both local and international wines are assessed, with the best being awarded one of three sought-after certificates: "Premium Gold", "Gold" or "Silver". The Prix Vetropack prize is also presented at these awards, as it has been since 1997. This year's winner is the white wine "2013 Blanc de Glace AOC VS", a sweet late harvest wine which is matured in wood and has a fresh aroma with hints of subtle fruits and spices. This fine wine is produced by the Gregor Kuonen – Caveau de Salquenen vineyard, which is located in the village of Salgesch in the Swiss canton of Valais.

Christine Arnet, Head of Marketing and Sales for Vetropack Ltd, and Vetropack product designer Jean-Franck Haspel handed over the prize, which took the form of a symbolic glass casting mould made by Hergiswiler Glas AG. The Prix

Vetropack is awarded to a Swiss red or white wine made from a principal grape variety, either Chasselas or Müller-Thurgau (Riesling-Sylvaner) grapes for white wines or Pinot Noir (Blauburgunder), Gamay or Merlot for red wines. Each prize winner is given the chance to work with the Vetropack team to design a customised wine bottle.



From left to right: Christine Arnet (Vetropack Ltd), Larissa Kuonen and Giuseppe Santoro (Gregor Kuonen – Caveau de Salquenen), Jean-Franck Haspel (Vetropack Ltd)



*Map your taste and be
in with a chance to win!*

Take our quiz, map your taste and win flights and accommodation
to ETO Milan 2015 or one of five additional prizes from Italy.



TASTE MAP

Exploring different tastes

As part of its “#MapYourTaste” campaign, Friends of Glass is creating a taste map of Europe. Well-known taste experts have already contributed to this project, and now it’s the turn of European consumers.

Every dish can be assigned a specific taste. The five most common ones are salty, sweet, bland, sour and bitter, but there are others too, such as spicy or cool.

Friends of Glass has come up with its very own quiz dedicated to these tastes, which is intended to form the basis for a culinary map of Europe. To lay the foundations for this project, Friends of Glass enlisted the help of renowned taste experts. Since the end of April 2015, consumers have been invited to join in too by taking the online quiz at www.friendsofglass.com/mapyourtaste, adding the finishing touches to mapping their countries’ particular taste preferences. This fun survey asks participants questions such as how they like to start their day, what ingredient they like cooking with best and if they were a food, what would they be.

Having a sweet tooth is in the genes

In short videos, the taste experts explain, for example, how packaging affects the flavour of its contents and what makes glass packaging so special. A brief culinary story also reveals the secrets behind individual tastes. Sour tastes promote the absorption of vital minerals, for instance, while a penchant for sweet dishes is not just down to pure desire – it’s in our genes. After all, sweet treats trigger a sensation of comfort and pleasure in the brain.

Results from the quiz

More than 14,000 consumers have taken part in the quiz so far. Slowly but surely, a predominant taste is emerging for each European country. Amongst the main countries included in the project, Spain, Italy, the UK and France are all tending towards sweet flavours, whereas Germany prefers bitter tastes, followed closely by bland.

But what about Switzerland, Austria, the Czech Republic, Slovakia and Croatia, the countries which – along with Italy and Ukraine* – are home to Vetropack’s production sites? Apart from Italy, Croatia is the only one of these nations where sweetness dominates. In Austria there is an even split between sweet, bitter and spicy, while the other countries go for bland flavours. Most consumers in the countries covered by Vetropack like to start their day with a cup of coffee and choose pasta as the dish they would most like to be. Only in Croatia is there a shift in a sweeter direction, with a preference for cakes and pastries. In terms of favourite cooking ingredients, spices are the main feature on virtually every menu – apart from Italy, where the top choice is fresh herbs.

The #MapYourTaste taste experts

Andreas Larsson

Arno Steguweit

Caroline Furstoss

Professor Giorgio Calabrese

Guillermo Cruz

Jane Peyton

Christoph Baert

Swedish wine sommelier, awarded the title of World’s Best Sommelier from Germany, Europe’s first water sommelier
voted France’s Best Wine Sommelier in 2014

Italian nutritionist

named Spain’s Best Sommelier in 2014

Great Britain’s Beer Sommelier of the Year in 2014–2015

head chef and Vice President of the Belgian Euro-Toques Association
(an association of European chefs)

*Apart from Switzerland, only EU member states took part in the quiz.

A MESSAGE IN A BOTTLE

On land and sea



This summer, Vetropack Straža and Friends of Glass sailed along the Adriatic coast as part of the “Book Boat – Boat of Culture” project. Workshops and a children’s theatre were amongst the attractions on offer for visitors.

Vetropack’s Croatian plant in Hum na Sutli is the only manufacturer of glass packaging in the country. Vetropack Straža recently took part in the “Book Boat – Boat of Culture” environmental project, in which it was involved last year too. The project’s cultural programme was designed for both locals and tourists, with the boat stopping off at a total of 15 different places amongst the islands and coastal towns lining the Adriatic Sea.

The highly popular “Children are friends of glass” workshop held in 2014 took place again this year – and proved just as successful! The audience (mainly children) was given the opportunity to watch glassblowing in action as items such as small glass bottles were made. One workshop demonstrated what makes glass so timeless and why it is the perfect packaging material for food and drinks. More than 5,000 people took part overall. In some places, people were literally queuing up to see whether the boat would call in at their stop again this year, so that they could have another chance to join in one of the workshops.

Glass bottles took centre stage in the children’s theatre production “Message in a bottle or the mysterious disappearance

of Miss McBottle”. The show was performed to children on land by two outstanding young actresses from the puppet theatre.

With “Message in a bottle” being the theme of this year’s summer tour, a giant glass bottle – measuring a metre in diameter and with a volume of 500 litres – was set up on shore in front of the boat. Visitors were invited to write a message to the world and “post” it into the bottle, which ended up containing over 1,500 notes. These messages are now being read and a small prize is to be awarded for the most original ideas.



ARTISTIC GLASS

Chihuly's glass masterpieces

In the middle of the stairwell in the University of Washington's Meany Hall, gigantic red and yellow anemones are growing out of a concrete wall. Meanwhile, at a hotel in Las Vegas, guests are captivated by a colourful, head-turning array of flowers sprouting from the ceiling. And in Jerusalem, a mountain of pink crystals stands tall and proud in front of the Tower of David. These works of art have two things in common: they are all made out of glass and they were all created by the artist Dale Chihuly.



Dale Chihuly was born in the US state of Washington in 1941 and now lives in Seattle. He first came into contact with glass as an artistic medium during his interior design studies at the University of Washington. After graduating in 1965, he enrolled on the nation's first study programme dedicated to glass at the University of Wisconsin and later went on to set up his own glass programme at the Rhode Island School of Design, where he taught for over a decade.

Getting started in Venice

Chihuly first took up glassblowing at the Venini glass factory in Murano near Venice and this experience of dealing with molten glass has had a huge influence on the working methods he employs today. He likes to display his glass installations in open-air spaces, as a focal point in building interiors or in unexpected places. His creations are characterised by botanical themes. In particular, his "oceanic" sculptures evoke marine plants, shells and sea creatures – as Chihuly points out: "When you're working with hot glass

and its natural properties, it looks like something from the sea." His main inspiration comes from glassblowing itself, the simple process of channelling human air into a blowpipe to create new forms.

A crucial turning point

In 1976 the artist was involved in a car accident, which left him blind in his left eye and with deep cuts on his face. This turning point had a crucial impact on the way he worked: as a result of his injuries, he no longer felt safe working with molten glass, so he focused instead on leading his team. This enabled him to gain a broader perspective and work more closely with his glassblowing team.

Combining glass and nature

Chihuly's artistic creations have been on show all over the world in more than 200 museum exhibitions and have won him numerous prizes. His large-scale, architectural installations have proved particularly popular. The "crystal mountain"

in front of the Tower of David in Jerusalem, for example, has been admired by over a million visitors. Various exhibitions in botanical settings, such as "Chihuly Garden and Glass" in Seattle, have also attracted a great deal of attention. Chihuly enjoys blending glass with nature, as seen in projects like the "Garden Cycle" series, which originated in Chicago in 2001 and has since been continued in London's Kew Gardens and ten other gardens in the US.

Another highlight of Chihuly's career is "Chihuly Over Venice", for which he and his glassblowing team spent two years travelling around Finland, Ireland, Mexico and Italy. Working with local glassblowers, Chihuly experimented with fresh, innovative creations. This resulted in a series of glass chandelier-like pieces, which were installed across 15 publicly accessible locations in Venice in September 1996.





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