

Viña Concha y Toro will launch new organic Bonterra can format at TFWA WE

By **Jas Ryat** on September, 18 2019 | Spirits & Tobacco



Innovation in a Cannes: Latin America's top wine producer presents eco-friendly packaging and targets millennials

Viña Concha y Toro S.A. (Concha y Toro) is targeting the millennial travelers segment with fresh product innovation from Bonterra Organic Vineyards, a leading organic wine brand. As part of their new product showcase at the TFWA World Exhibition & Conference in Cannes (Accama Delta yacht in the Harbour Village), Latin America's top wine producer will launch three new wines in 250 milliliter can format.

Bonterra cans aim to stimulate new wine consumption occasions with convenient, eco-friendly packaging, while reaching a rapidly growing consumer base moving towards organic goods. According to IWSR (beverage market analysis group), organic wine is forecast to be the fastest growing wine segment over the next three years. And accounting for 52% of organic consumers, millennials express a willingness to spend more on sustainable offerings.

"Bonterra cans are an innovation, packaged for travel retail and poised to drive incremental growth," says Diego Baeza, Global Travel and Duty Free Director, Viña Concha y Toro. "Expanding the appeal of wine with a ready-to-drink offer for areas such as cash tills, in-flight and arrivals stores reflects Viña Concha y Toro's strategic approach to the travel retail channel. We are committed to bringing novelty and excitement that delivers exceptional value to shoppers and grows the total wine category."



The Bonterra 250 milliliter can range features popular varietals Sauvignon Blanc and Rosé, as well as newcomer Young Red. The range was launched domestically in the USA this summer and is available in major markets internationally.

“Bonterra cans are arriving at a time when consumers are more devoted than ever to organic products and conscientious consumption,” adds Benjamin Mitarakis, Business Development Manager, Fetzer Vineyards. “Perfectly portioned with eye-catching designs and a fresh burst of flavor, our Bonterra cans are the ideal refreshment for on-the-go travelers.”

Viña Concha y Toro invites travel retailers to taste the new Bonterra canned wines by joining the team on the Accama Delta yacht in the Harbour Village at the TFWA World Exhibition.