

# Fresita

BRAND PRESENTATION

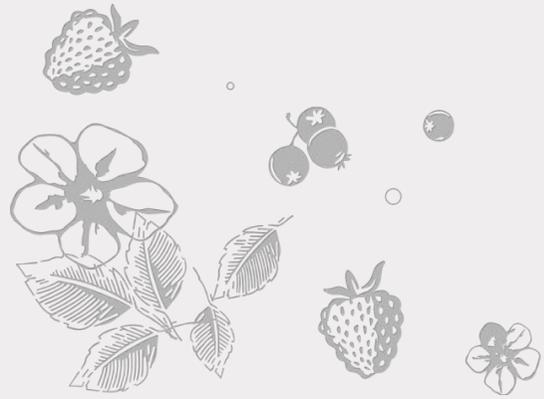
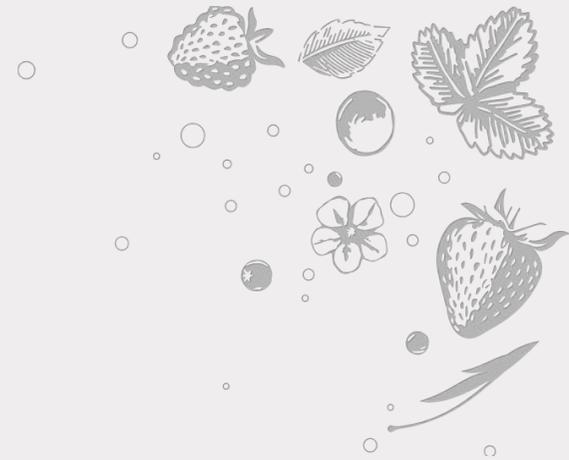
2018

*Fresita*<sup>®</sup>

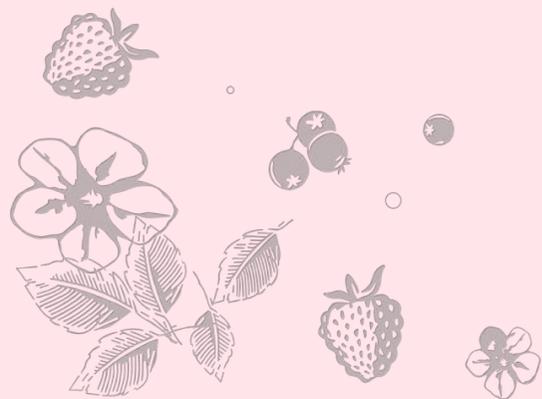


A product of **CASAL**  
sweetlay breads

Fresita®



INSPIRED IN THE DELICIOUS COMBINATION OF  
*STRAWBERRIES AND SPARKLING WINE*



# The Idea

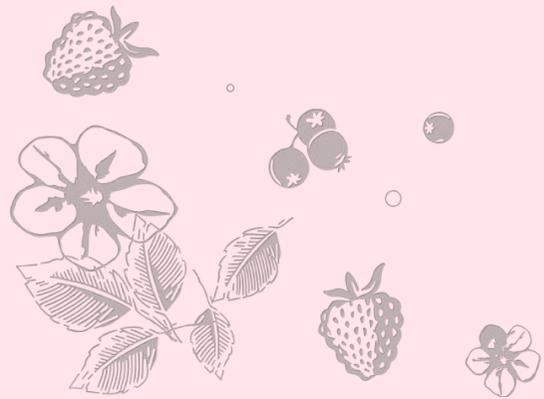
As a Company, we had always been searching for a good quality sparkling wine with a twist.

Everything started one summer. On one side, the grape harvest begins under the sun's warmth, giving it's delicious juice that will then be part of our wine. On the other side, during the same season, exquisite red strawberries fill the fields with their sweet aroma. It was there that the magic happened, right in front of us... Why not put together this two elements to create something unique? We knew that to make the perfect blend, we needed not only the wine and strawberries, but we also needed to add elegance and delicacy through our sparkle. That is how Fresita was created.

We promise to be there whenever women get together with friends and to inspire the enjoyment and relaxation that comes with a Fresita moment.



*STRAWBERRIES*  
Are Everywhere

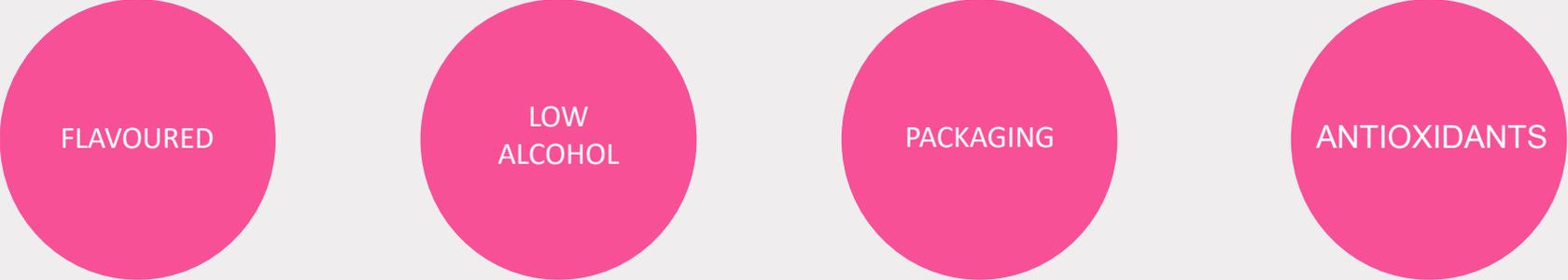




*WHAT IS FRESITA'S RESPONSE TO THAT?*



## Trends | Market Needs



FLAVOURED

LOW  
ALCOHOL

PACKAGING

ANTIOXIDANTS

# Trends | Market Needs



FLAVOURED



LOW  
ALCOHOL



PACKAGING



ANTIOXIDANTS

Alcohol consumers, especially those under 30, are exploring new drinking habits. They are adventurous and looking for products that blend hybrid flavours, are easy to drink and authentic.

# Trends | Market Needs



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## LOW ALCOHOL

Consumer interest in health and wellbeing is opening the doors to products that are lower in alcohol for lifestyle reasons: people are concerned about the negative effects of alcohol consumption.



## PACKAGING



## ANTIOXIDANTS

# Trends | Market Needs



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Packaging is the main tool in marketing, adding value to a brand and motivating consumers to choose one product over another. Differentiation is the key.



## ANTIOXIDANTS

# Trends | Market Needs

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## ANTIOXIDANTS

Strawberries, one of the most popular berries, are increasingly present in breakfast bowls, desserts, salads and cocktails. They are packed with phytonutrients and antioxidants, providing an infinite number of health benefits.



FLAVOURED

ANTI  
OXIDANTS

LOW  
ALCOHOL

PACKAGING



## Our core target

Fresita is for those women who enjoy life and welcome the chance to get together with others, transforming everyday moments into memorable experiences.

Fresita is for those who celebrate friendship and treasure the profound connection with others that enables them to discover life, grow and feel supported and recognized.

Fresita is for positive women who inspire others with joy and vitality. Open-hearted women in touch with their environment, who enjoy simple things, small details or conversations.

Fresita is for those with the sensitivity to enjoy life.



# Pairing

Fresita is perfect with fresh fruit, fish, shellfish, cheese, chocolates or dessert.



# Technical Sheet

## FRESITA Original



Classification	Aromatized sparkling wine-based drink
Alcohol	8% by Vol.
Grape varieties	Blend of 45% Sauvignon Blanc, 45% Muscat, 5% Chardonnay and 5% Alicante Bouschet
Vintage	Non vintage, blend of different vintages
Origin	Non D.O, blend of different Chilean valleys
Harvest of the grapes	Between January and March, each year
First fermentation (Base wines)	First fermentation of the pressed and decanting grape juice in stainless steel tanks at 16-17°C with selected yeast, to obtain the dry base wine
Second fermentation or prise de mousse	Natural second fermentation by Charmat Method in isobaric stainless steel tanks, at 17-20°C with selected yeast, to obtain the dry rosé sparkling wine
Fruit pulp	Strawberry pulp
Preservatives used	Potassium Sorbate (E202), Sulphur dioxide SO2 (E220)
pH	3,2 +/- 0,2
Total sugar	65 g/l (+/-5)
Wine pressure	4,8 bar a 20°C (+/- 0,6 bar)
Tasting notes	Pinkish red bright color, fine and persistent bubbles, elegant strawberry aromas, with citric hints. Fresh, young and soft in mouth with a sweet pleasant finish
Food pairing	As an aperitif, with fresh fruits, fish, shellfish, cheese, chocolates or desserts
Temperature to consume	Always serve chilled, ideal between 4°C to 6 °C

FRESITA original



Label

FRESITA original



Back Label

# Technical Sheet

## FRESITA Blueberries & Raspberries



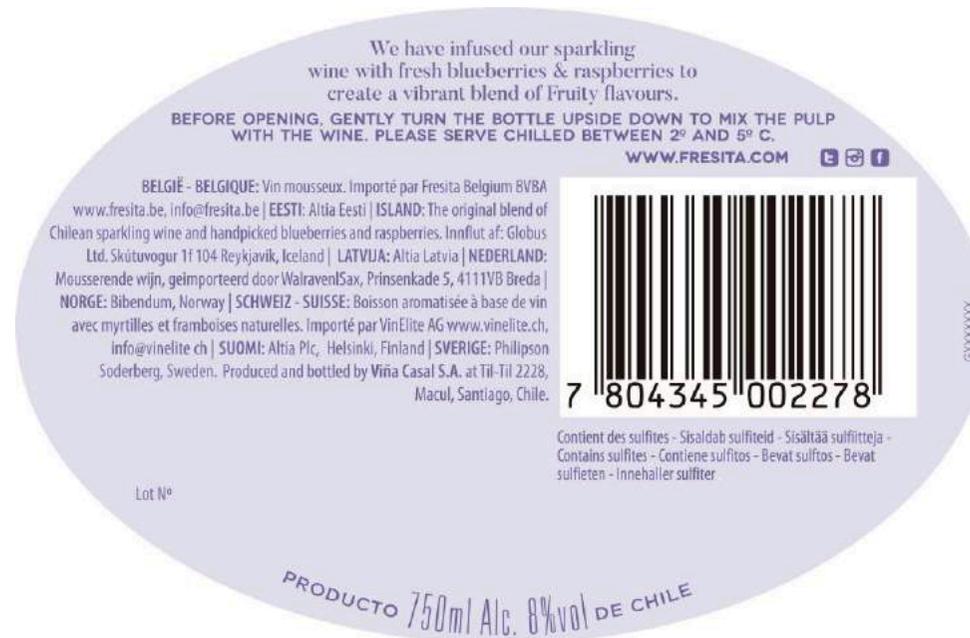
Classification	Aromatized sparkling wine-based drink
Alcohol	8% by Vol
Grape varieties	Blend of 45% Sauvignon Blanc, 45% Muscat, 10% Alicante Bouschet
Vintage	Non vintage
Origin	Non D.O, blend of different Chilean valleys
Harvest of the grapes	Between January and March, each year
First fermentation (Base wines)	First fermentation of the pressed and decanting grape juice in stainless steel tanks at 16-17°C with selected yeast, to obtain the dry base wine
Second fermentation or prise de mousse	Natural second fermentation by Charmat Method in isobaric stainless steel tanks, at 17-20°C with selected yeast, to obtain the dry sparkling wine
Fruit pulp	Blueberry and raspberry pulp
Preservatives used	Potassium Sorbate (E202), Sulphur dioxide SO <sub>2</sub> (E220)
pH	3,2 +/- 0,3
Total sugar	55 g/l (+/-5)
Wine pressure	4,6 bar at 20°C (+/- 0,6 bar)
Tasting notes	It's intense, vibrant dark red colour with underlying purple hues. It has an elegant blueberry & raspberry aroma with subtle notes of citrus. In the mouth, it has a fresh, young and smooth flavour with a light, delicate sweetness, which will delight your palate, emphasized by the effervescence of its fine, persistent bubbles.
Food pairing	As an aperitif, with fresh fruits, fish, shellfish, cheese, chocolates or desserts
Temperature to consume	Always serve chilled, ideal between 4°C to 6 °C

FRESITA Blueberries & Raspberries



Label

## FRESITA Blueberries & Raspberries



Back Label

# Technical Sheet

## FRESITA Ligero



Classification	Aromatized Wine Based Drink
Alcohol	5.5% by Vol
Grapes Varieties	Blend of Muscat, Sauvignon Blanc, and Alicante Bouschet.
Vintage	Blend of different vintages
Origin	Non D.O; a combination of different Chilean wine regions
Harvest of the grapes	Between January and March each year
First fermentation (Base wines)	First fermentation of the pressed and decanting grape juice in stainless steel tanks at 16-17°C with selected yeast, to obtain the dry base wine
The second fermentation or prise de mousse	Natural second fermentation of the base wine by Charmat Method in isobaric stainless steel tanks, at 17-20°C with selected yeast, to obtain the dry sparkling wine
Fruit Pulp	Strawberry pulp from Chile
Preservatives used	Potassium Sorbate (E202), Sulphur Dioxide SO <sub>2</sub> (E220)
pH	3.1 +/- 0.3
Total Sugar	40 +/- 3 g/l
Wine Pressure	4,6 bar at 20°C (+/- 0.4 bar)
Tasting notes	Red light pinkish bright color, fine bubbles. Delicate strawberry aromas, with some citric hints. Light and Fresh, young and soft in mouth with a pleasant finish
Food pairings	As an aperitif, with fresh fruits, vegetables, fish and shellfish, sushi, desserts.
Temperature to consume	Ideally between 4°C and 6°C

FRESITA Ligero



Label

FRESITA Ligero

We have infused our low alcohol sparkling wine with a touch of fresh strawberries for delicate & refreshing flavour

BEFORE OPENING, GENTLY TURN THE BOTTLE UPSIDE DOWN TO MIX THE PULP WITH THE WINE. PLEASE SERVE CHILLED BETWEEN 4º AND 6º C.

WWW.FRESITA.COM

BELGIË - BELGIQUE: Vin mousseux. Importé par Fresita Belgium BVBA www.fresita.be, info@fresita.be | EESTI: Altia Eesti | ISLAND: The original blend of Chilean sparkling wine and handpicked strawberries. Innflut af: Globus Ltd. Skútuvogur 1f 104 Reykjavík, Iceland | LATVIJA: Altia Latvia | NEDERLAND: Mousseurde wijn, geïmporteerd door Walraven|Sax, Prinsenkade 5, 4111VB Breda | NORGE: Bibendum, Norway | SCHWEIZ - SUISSE: Boisson aromatisée à base de vin et fraises naturelles. Importé par VinElite AG www.vinelite.ch, info@vinelite.ch | SUOMI: Altia Plc, Helsinki, Finland | SVERIGE: Philipson Soderberg, Sweden. Produced and bottled by Viña Casal S.A. at T11-T11 2228, Maqui, Santiago, Chile.

Chilean product  
Lot N°

INNIKTÖSSÁLETTI/MÄRINGSVIRGILNITTITTONBYFÖRÄNDRING per 100 ml:	
Energy / energia / energi	203/99 kcal
Fat/ rasva / fett	0 g
of which saturated / josta tyydyttyneitä / avomättar fett	0 g
Carbohydrates / hiilihydraattit / kolhydrat	5,5 g
of which sugars / josta sokeria / sockerarter	4,0 g
Protein / proteiini / protein	0 g
Salt / suola / salt	0 g

7 804345 002391

Contient des sulfites - Sisaldab sulfiteid - Sisältää sulfitteja - Contains sulfites - Contiene sulfitos - Bevat sulfitos - Bevat sulfieten - Innehåller sulfiter - Bevat aardbeien. AROMATIZED WINE BASED DRINK | MAUSTETTU VINIPOHJAINEN JUOMA | AROMATISERAD VINBASERAD DRICK

EXXXXXXX

LOWER ALCOHOL 750ml Alc. 5.5%vol LESS SUGAR

Back Label

# Formats



# Formats

In order to suit every consumption occasion, Fresita is available in the following formats:

750 ml

200 ml

375 ml coming soon



# Limited Editions



## FRESITA Christmas Edition

# 2015

To celebrate the end of year holidays, we created Fresita's first Limited, inspired by the season's sparkle

The bottle was completely painted and decorated with metallic details to stand out from the shelves and, above all, be part of spontaneous moment's of celebration.

The red colour is a reminiscence of Christmas warmth and the colour vibrancy of our sparkling wine.



## FRESITA Winter Edition

# 2016

After the success of the Limited Edition 2015, we wanted to bring our customers a new design, this time the concept of the campaign is “Winter’s Secret Beauty”.

The main product of the campaign is a Winter Limited Edition bottle that will be released at both the point of sale and social networks.



FRESITA Spice Edition

# 2017

To inspire the unique essence and spirit of Christmas through an illustration of botanical elements typical of this holiday, represented in line with the natural and sophisticated language of Fresita.

We infuse our sparkling wine with fresh strawberries and a twist of cinnamon, cardamom, clove and other spices, to create an original flavor to share and enjoy Christmas season.



Fresita®

