

# GREAT GRAPE

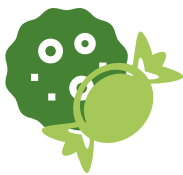


FIVE REASONS WHY

## 1 A STABLE **TOP FLAVOUR**



BEVERAGES AMONG TOP 10



SWEETS CHOCOLATE BAKERY SNACKS AMONG TOP 15



DAIRY DESSERT ICE CREAM AMONG TOP 20

1500 PRODUCT LAUNCHES WITH GRAPE FLAVOUR PER YEAR, GLOBAL SOURCE: MINTEL, FRUIT FLAVOURS

## 2 **GLOCAL**

BORN IN THE NEAR EAST 8.000 YEARS AGO.



TODAY AT HOME IN ABOUT **100 COUNTRIES** FROM ARGENTINA TO AUSTRIA AND AUSTRALIA.

## 3 **STORY TELLING**

- HISTORICAL
- MYTHOLOGICAL
- BIBLICAL
- SYMBOLIC
- PICTURESQUE
- IDIOMATIC
- CINEASTIC
- MUSICAL
- LITERARY
- SENSATIONAL
- FABULOUS

WOW

## 4 ASSOCIATED WITH **HEALTH & WELLFEELING**

ONE OF THE RICHEST SOURCES OF POLYPHENOLS AMONG FRUITS. FOUNTAIN OF YOUTH.



## 5 **MULTI FACETED**

- 10.000 GRAPE VARIETIES
- AROMATIC SWEET, ACIDIC, TART
- YELLOW, GREEN, ROSÉ, RED, PURPLE, BLUE
- FRESH FRUIT, RAISIN, JUICE, MUST, WINE, PROSECCO, VERJUS, BRANDY, GRAPPA



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YOUR PARTNER IN TASTE.

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