

**Some success stories of why it is working well in other markets – case studies, testimonials / endorsements...**

Packamama's eco-flat bottle has shown strong, repeatable commercial performance across major retailers, proving the format's consumer appeal and its ability to unlock measurable category growth. In the UK, Aldi's most recent rollout delivered exceptional momentum, with weekly sales of 8,000–9,000 units and over 85% of stock sold through within weeks. This matches Aldi's earlier trial, where Packamama became their best-performing sustainable wine packaging format, driving 30% category growth with only ~6% cannibalisation; clear evidence that the format brings incremental shoppers into the category.

Tesco recorded similar success. The same wine sold 20% more in Packamama than in glass, leading Tesco to delist the glass version entirely. Repeat purchase reached 23% versus a 17% grocery benchmark, and the format performed especially well with young professionals as well as sustainability-minded consumers.

The Wine Society independently reviewed all non-glass alternatives and selected Packamama as one of their preferred formats. Following a successful trial and positive member feedback, they will soon pack the 4th vintage of selected best-sellers into Packamama.

In Australia, the format also proved its impact. Through Coles Liquor Group, Packamama delivered strong, steady velocities attracting premium shoppers, maintaining taste parity with glass, and growing the shopper base without cannibalising existing glass sales.

These results are reinforced by leading industry figures:

**Steven Cain** (Former CEO, Coles Group) stated the wine “tastes the same as glass... from a quality point of view it's great.”

**Sandy Mayo** (Chief Marketing Officer, Accolade Wines - now Vinarchy) noted that early uptake was so strong that stock sold out.

**Jancis Robinson OBE MW** (Master of Wine & FT Columnist) called Packamama a “groundbreaking bottle.”

**Julie Ashfield** (Chief Commercial Officer, Aldi UK) described Packamama as a natural expansion of Aldi's eco-friendly range.

**David Luttenberger CPP** (Global President/Packaging Strategist & Industry Analyst) ranked Packamama among the most innovative packaging formats he has seen in his 30-year career.

All have publicly endorsed the innovation, praising its sustainability, functionality, and consumer acceptance.

Together, this consistent global performance demonstrates Packamama's credibility, repeatability, and readiness for broader scaling, including within the Western Cape's export-driven wine economy.

## **Confirmation / evidence that Europe's wine industry is moving to PET from glass**

Europe's wine industry is steadily moving away from traditional heavy glass packaging toward lighter, lower-carbon alternatives such as PET bottles, bag-in-box and cans. This shift is being driven primarily by European climate policy and packaging regulation and accelerated by major retailers whose net-zero and climate strategies prioritise reducing packaging weight, improving recyclability and lowering supply-chain emissions.

Leading retailers including Tesco, Sainsbury's, Aldi, Waitrose, Ocado, Co-op and Systembolaget have publicly committed to reducing the environmental impact of their products and packaging. Tesco's Planet Plan sets clear targets to cut supply-chain emissions and reduce packaging impact; Sainsbury's and Aldi have committed to operational and value-chain net-zero targets; Waitrose and Co-op have embedded packaging reduction and recyclability into their sustainability strategies; Ocado has prioritised climate action across its supply chain; and Systembolaget places strong emphasis on lowering climate impact through packaging optimisation. As a result, wine suppliers are increasingly being encouraged to adopt non-glass formats that can deliver measurable carbon reductions while maintaining quality and consumer appeal.

Retail category plans demonstrate this direction. Tesco's Wine Planet Plan identifies glass packaging as one of the largest contributors to emissions in wine and highlights lighter packaging and alternative formats as important levers in delivering net-zero objectives.

At the same time, evolving European policies such as Extended Producer Responsibility (EPR), Deposit Return Schemes (DRS) and emerging carbon taxes expected to come into effect towards the end of this decade are further accelerating the move toward non-glass packaging by increasing focus on lifecycle impact, packaging efficiency and total carbon cost.

Independent lifecycle assessment evidence supports this transition. The 2025 Australian Wine Research Institute (AWRI) study shows that Packamama eco-flat wine bottles can deliver significant cradle-to-grave emissions reductions, including 56% lower emissions compared with glass in the local Australian market and 32% lower emissions compared with exported bulk wine shipped from Australia to the UK. These results reinforce both the environmental and commercial rationale for alternative wine packaging and support industry net-zero goals.

Packamama's eco-flat wine bottle directly aligns with these market and regulatory trends, offering a proven solution that reduces emissions through lower weight and improved logistics efficiency while remaining fully recyclable and commercially viable for international wine markets.