



Warsaw 25 August 2010

Exotic pleasure in an ecological package – Passoa in environmentally friendly bottles

The refreshing Brazilian maracuya and berry liqueur is changing its packaging. As of July this year it is available in new, ecological bottles.

The new, environmentally friendly bottles have the ISO 14021 certificate and are 99% recyclable. They also contribute to reduced emissions of carbon dioxide and greenhouse gasses.

The environmentally positive changes consist of replacing the black frosted bottle with a transparent variant in a sleeve. It reflects the brand's previous image exactly, so consumers will not have any problems finding the product on the shelf. Thanks to the use of plastic, the Passoa bottle can be recycled after it is used.

A new feature in the brand's appearance is the "visistrip" – a transparent strip that makes it possible to see what is concealed inside the package as well as how much liqueur remains in the bottle.

"The new bottle has many advantages from the standpoint of marketing as well as consumers. The sleeve on the bottle, aside from its undeniable ecological qualities, gives us more possibilities for periodic changes in graphics, for instance, during the holidays or the summer vacation period. And the visistrip is a very valuable convenience for consumers who, thanks to it, know when to buy the next bottle. Studies we conducted in October 2009 confirmed that buyers consider this solution to be very useful," said Zuzanna Łatacz, Passoa brand manager.



Passoa in its new bottle is available in modern as well as traditional retail outlets. Its price remains unchanged – 53 zł for 0.7 liters. The appearance and production method of the 0.5-liter bottles has not changed.



Passoa is a 17% liqueur created from passion fruit. It has an intense, light red color and an aroma which is a special combination of maracuya, red berries, citruses and other unique plants and fruits. The superbly balanced combination of sweetness and sourness makes Passoa's taste exceptionally refreshing. The taste and aroma of Passoa makes it excellent in various kinds of drinks. It goes perfectly not only with orange and apple juice, but it can also be the base of more sophisticated cocktails, thanks to which professional bartenders have high regard for it.



CEDC is the largest vodka manufacturer in the world. In Poland and Russia it produces such brands as: BOLS, Absolut, Żubrówka, Sopolica, Green Mark, Zhuravli, Parliament and Royal vodka. CEDC currently exports Żubrówka and Green Mark to many world markets, including the United States, England, France and Japan.

CEDC is also the largest domestic distributor by value of alcoholic beverages in Poland and the leading importer of alcoholic beverages to Poland and Hungary. In Poland, CEDC imports many leading brands in the world, including: Carlo Rossi wines, Concha y Toro wines, Metaxa Brandy, Remy Martin Cognac, Guinness, Sutter Home wines, Grant's Whisky, Jagermeister, E&J Gallo, Jim Beam Bourbon, Sierra Tequila, Teachers Whisky, Campari, Cinzano, Skyy Vodka and Old Smuggler. CEDC is also the leading importer of high proof spirits and wines in the premium segment in Russia, with a portfolio that includes such brands as Hennessy, Moët & Chandon and Concha y Toro.

For additional information please contact:

Anna Załuska
PR Corporate Manager
CEDC
anna.zaluska@bols.pl

Magdalena Kotuła
PR Brand Specialist
CEDC
Magdalena.kotula@bols.pl