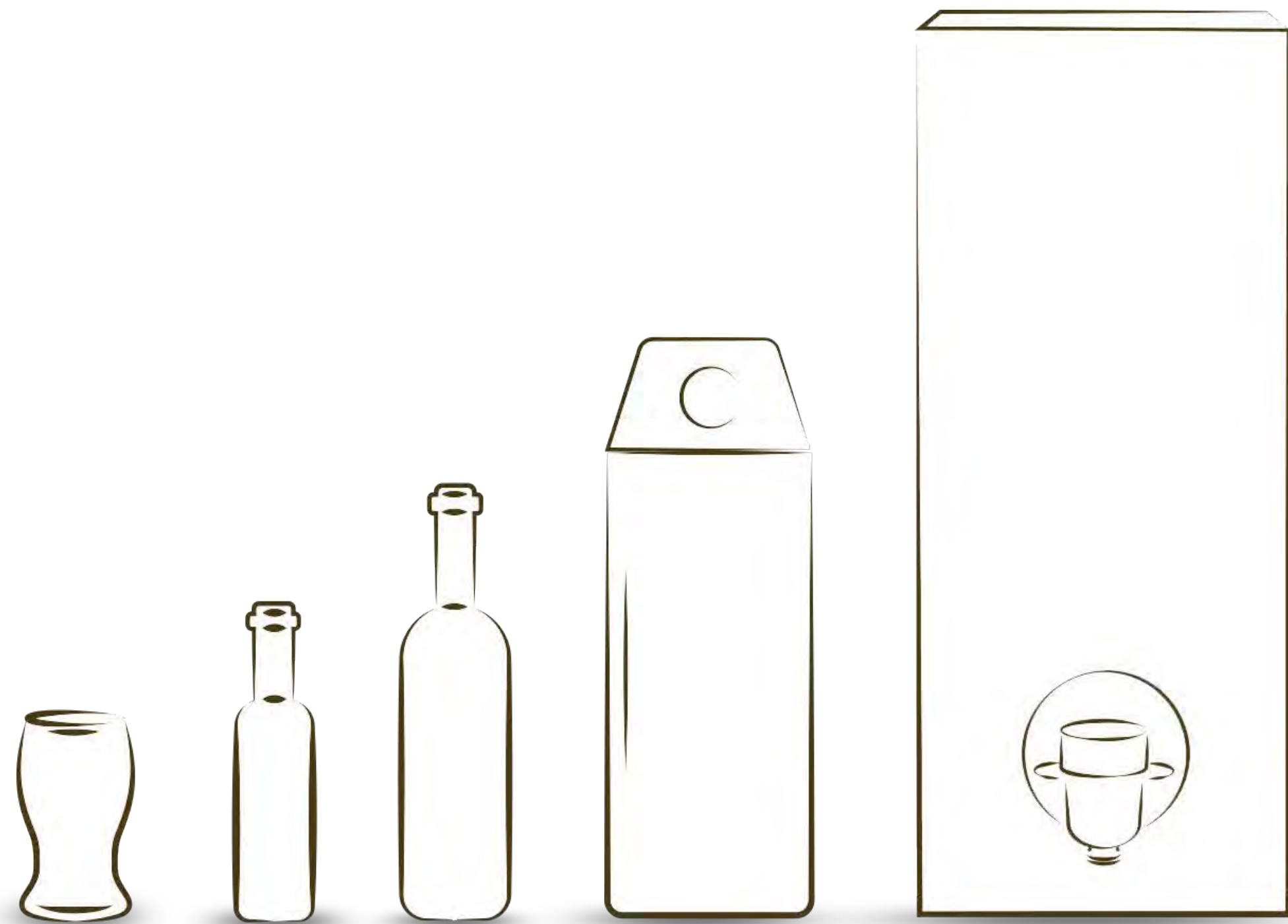


WHY N'

WHY NOT MORE? BECAUSE ONE BOTTLE IS NEVER ENOUGH.

WHY N'

- 01. **Habits and opportunities**
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Habits and opportunities

We have always been used to drinking wine in **glass bottles**. Over the years the market has gone through many phases, sometimes proposing little changes such as the adoption of synthetic corks or screw caps on traditional bottles, up to the innovations in **important innovations of formats** such as **Monodose, Tetrapack and Bag in box**.

The reactions of consumers have been very mixed, often conditioned by preconceptions, and which have led a packaging solution to often **influence often the positioning of that product**.



What's WHY N' ?

WHY N' is a registered trademark that aims to commercialize the objective of marketing **Italian wine of quality**, packaged in a flexible, practical and manageable.

- ✓ Easy to carry.
- ✓ Practical to use.
- ✓ Quick to cool.



A new way of living wine

Wine is a world in continuous evolution, from production techniques to packaging **we are witnessing a constant revolution.**

WHY N's philosophy is to offer quality wine, in a different and innovative packaging, convenient to carry and ideal to be consumed in the most diverse settings.



Practicality and opportunities

Whether it's a picnic in the countryside, a barbecue in the open air with friends or just a simple convivial moment, **WHY N'** represents a perfect accompaniment allowing consumers to taste a quality wine in a practical and informal way.



Sailing, camping and more

The opportunities and perspectives offered by specific areas represent a great potential for this product.

WHY N' takes its place in a context of strong expansion with the possibility of reaching a **heterogeneous public**, **looking for a quality product** that satisfies and overcomes the limitations of wine sold in glass bottles.



At temperature in less time

Perfectly chilled in less time
Exploding bottles, wine not cold
enough or, even worse, frozen...3
problems that belong to the past.

Thanks to the pouch you will be able to
"forget" about WHY N' in the chiller
cabinet, without the nasty surprises.

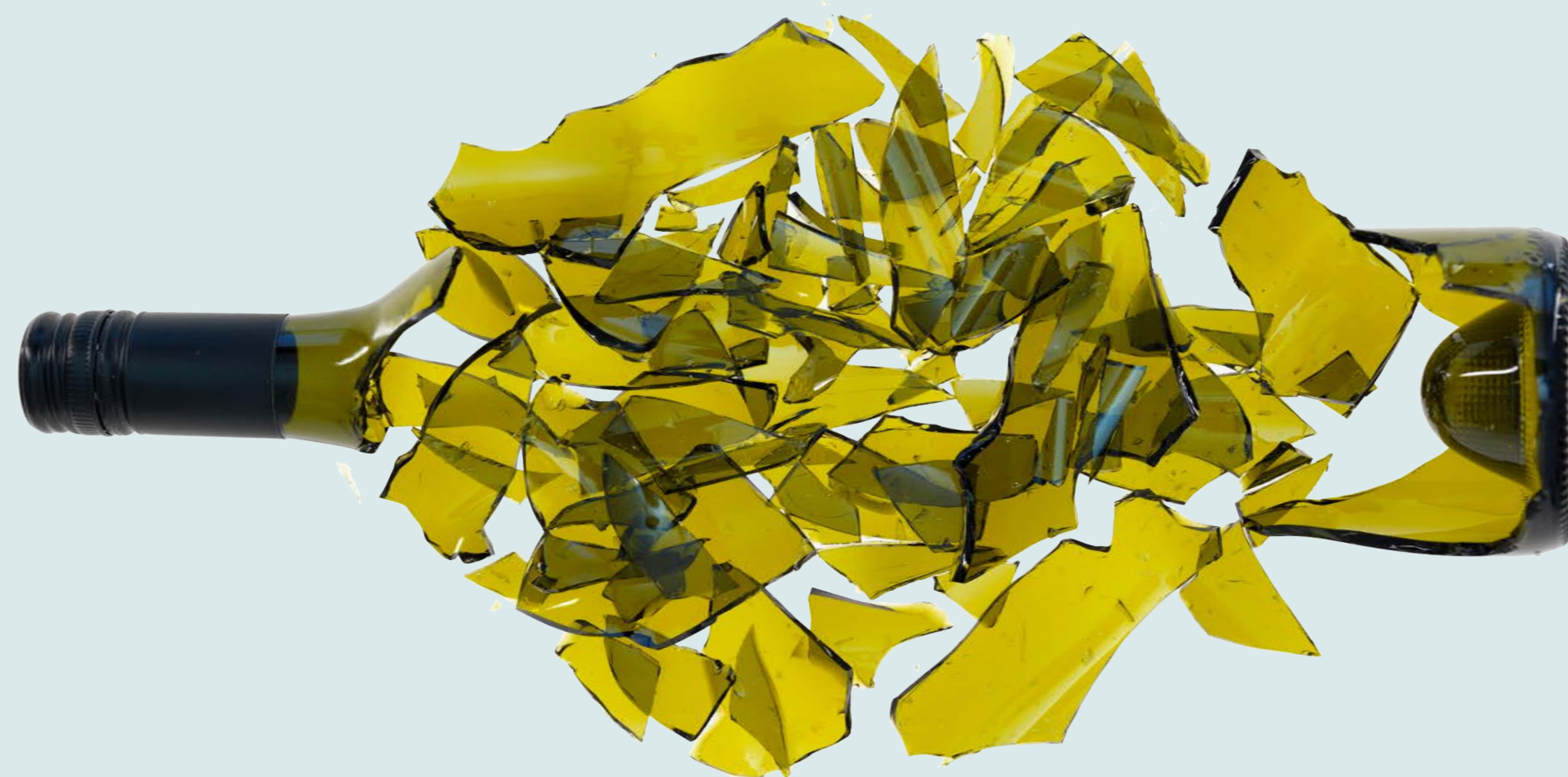
A practical thermal label on the pack
signals when the optimal
temperature for the tasting the wine
inside has been reached.





Space-saving

WHY N' has a **space-saving format**. Thanks to the wine's self-standing pack, it allows optimal management inside a fridge or pantry and **solves the problem of a constant volumetric size**, typical of a bag-in-box.



A new format shock-proof

A new shock-proof format.

One of the big advantages of this format is its unbreakability. This aspect makes WHY N' particularly suitable for travel without the need for excessive attention.

The weight is important.

Weight is important.

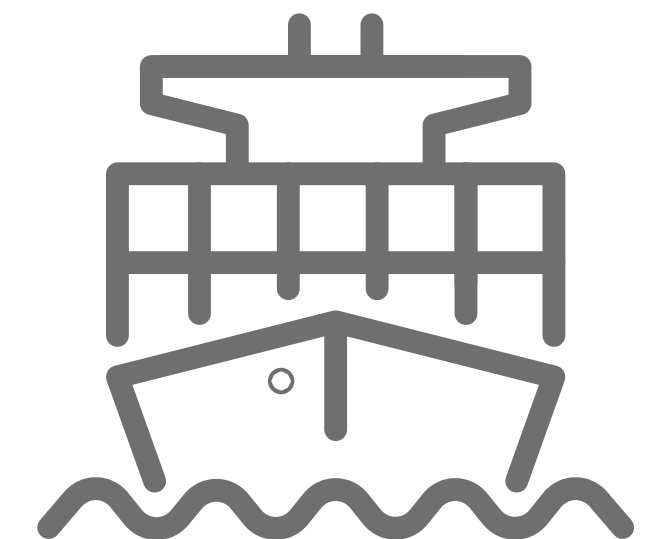
45g - that's weight of a single pouch, including the tap.

Is it better to transport 3,000 litres of wine in 4,000 glass bottles or in only 1,000 pouches?

With the same number of litres and taking the same example, **the saving in terms of weight is quantifiable as a reduction close to -45% kg.**



weight
reduction





Shipping

WHY N' by its nature was already born to “travel”.

Compared to traditional bottles, the advantages offered by this type of format are evident and practical.

It reduces the quantity of protective packaging needed as well as the thickness of boxes for shipping.





Pinot Grigio - IGT
Provincia di Pavia
ALC 12% vol



Sangiovese - IGT
Marche Italy
14% vol



Bio (*TBC)



New Reference (*TBC)

The product range

Every occasion is the right one to taste WHY N'. From the delicate and floral notes with a hint of mineral typical of PINOT and perfect during a boat trip; to the intense red of SANGIOVESE with hints of fruit and red flowers, ideal for a barbecue; arriving at the scents of yellow fruit and ripe flowers and the full flavour of CHARDONNAY Bio ideal to accompany a picnic in the country.



Different by mission

A new product with a distinctive and captivating type of packaging, able to immediately capture the attention of the consumer.

WHY N' thanks to its aesthetics can get an important space on the shelf, conveying a clear and decisive message.

Thank you!

WHYN srl

Piazzale Luigi Cadorna n.2
20123 Milano - ITALY

Phone: + 39 393 0789706

Mail: info@whyn.it

www.whyn.it