



Survey proves aluminium closures are top choice for consumers But are winemakers and retailers getting the message?

March 2014. An in-depth survey of 6,000 consumers, undertaken by IPSOS*, to discover consumer preferences on wine and spirit closures has confirmed that the majority prefer an aluminium closure over other closure options for its convenience.

The study, which took place in five major European markets (France, Germany, Italy, Spain and UK) and the USA, was commissioned by the European aluminium closure manufacturers and suppliers who are members of the EAFA Closures Group, part of the European Aluminium Foil Association (EAFA).

Aluminium closures also scored top when the consumers were asked about their preferences for re-closing a bottle of unfinished wine for later consumption. Four out of ten surveyed confirmed they had poured away wine from a bottle closed with a cork closure which had been tainted or gone bad.



In markets where aluminium closures have a lower market penetration there is less understanding of the convenience offered by them. But even in these countries the majority responding accepted that aluminium closures offer a more convenient option for re-closing than corks or other types of closure. So it is clear consumers need to be offered more choice.

When asked to compare their purchasing intentions of the same bottle of wine with different closures, over one third said they would prefer to buy wine with an aluminium closure and a quarter said the type of closure would not influence their purchase.

At present only 30% of consumers connect easy and complete recyclability with aluminium closures. This supports the industry's continuing efforts to more proactively promote the advantages of recycling, as already in Europe more than 40% of aluminium closures are recycled.

Finally the survey showed that, amongst younger consumers and particularly females, there is a strong preference for aluminium closures.

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As the market penetration grows across Europe and the USA it is expected that the figures in favour of aluminium closures will even grow further. This will increase pressure on the winemakers and retailers to offer greater choice in future.

**IPSOS is the world's third largest market research company with more than 80 offices around the globe.*

Further information:

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About the 'Aluminium Closures – Turn 360°' campaign:

The 'Aluminium Closures – Turn 360°' campaign provides detailed information on the many advantages of this state-of-the-art closure made of aluminium. The campaign is designed to appeal, in particular, to decision-makers in the wine sector, providing "food for thought" regarding resource-efficiency, sustainability and the recycling of aluminium closures. It is launched by the leading European manufacturers of aluminium closures organized in the European Aluminium Foil Association (EAFA) and supported by their suppliers. EAFA's members represent more than 80% of the global alu closures production for wine.

About EAFA:

The European Aluminium Foil Association is the international body representing companies engaged in the rolling and rewinding of alufoil and in the manufacture of aluminium closures and alufoil containers as well as of all kinds of flexible packaging. Its more than 100 member companies are based in Western, Central and Eastern Europe. Founded in 1974, it has its roots in associations dating back to the 1920s.