

# Festive Christmas cracker packaging for Vinca Wine

Vinca launched back in 2021 to bring amazing wines into the world of single-serve. Vinca has now won countless awards and huge listings including British Airways and Tesco. The team focuses on delivering high-quality, delicious organic wines in cans that are easy to enjoy anywhere.

## A festive twist on packaging

Vinca Wine collaborated with Smurfit Westrock Saxon to create a festive "The Wine Tasting Cracker" packaging for their trio of 187ml wine cans. The unique design was crafted to perfectly house the cans, reducing waste by eliminating the need for extra materials. The cracker-inspired design, litho printed with a matte finish, beautifully reflects the brand's clean, modern identity. Vinca has just launched these festive crackers with John Lewis for this Christmas season.

## Eye-catching cracker packaging

Opting for litho printed packaging allowed us to create seriously stunning artwork that stands out and steals the spotlight for the Vinca Wine brand. It's eye-catching and immediately noticeable to customers, even among similar products. With a brilliant blend of pinks, greens, yellows and creams, the colours blend to create a visually descriptive piece of packaging that's impossible to ignore. Vinca wanted to bring giftability to their range of wines, turning wine into a thoughtful, festive gift. Minimalistic yet impactful, the cracker packaging elevates brand awareness and adds a festive, premium feel.

## Packaging as a superpower

For us, this project was all about adding value to Vinca Wine through unwrapping the powerful potential of promotional packaging in the drinks market. The customer wanted to develop a Christmas product - one that would stand out against competitors and rise above the noise in the market over the festive season to help build awareness and supercharge sales.

The team at Vinca Wine were confident in their product, service, and efficiency, but they knew the right packaging partner could give them an extra boost by providing value to customers through a memorable and shareable unboxing experience. Vinca Wine took this one step further by adorning the boxes we made with black ribbon to give them an extra premium 'wow' factor feel. Zak Walters from Vinca Wine simply stated, "They are amazing!".

And that's not all – our packaging solution is 100% recyclable and made from renewable resources, aligning completely with Vinca Wine's sustainability mission.



## Sharing's caring

Social media thrives on visual content, and unique packaging like Vinca Wine's crackers provides consumers with perfectly shareable content. It's the type of packaging customers want to share with friends, family, and their online community. This is important as **87% of people** now use social platforms when making a shopping decision with 55% of smartphone shoppers purchasing a product after seeing it on social media (Modern Retail). By combining packaging design with creativity, we have helped Vinca Wine create memorable customer experiences that stay with them long after the initial purchase and unboxing experience.

If you're looking for innovative and sustainable packaging for your drinks brand, **contact us today**.

For more information visit [smurfitkappa.com](https://www.smurfitkappa.com)