



## Port Phillip Estate Salasso Rosé 2024

Our 'pilot' wines represent the experimentation and play of the winemaking team. Experimentation is an essential element of our winemaking philosophy, and in this case, we have explored a non-traditional packaging format...

### Non-traditional Packaging Format

As an extension of our 'pilot' program, we are excited to package a small volume of our Rosé in this non-traditional format; a slim 250 ml aluminium beverage can. We were attracted to this alternative format for its numerous environmentally friendly attributes and its convenience.

### Lightweight and Compact

The wall of a typical beverage can is now as thin as a single human hair. The equivalent volume of wine packaged in 250 ml cans is approximately 40% lighter than a standard 750 ml bottle. Cans are also more compact, i.e. more space-efficient.

*Rosé 250 ml cans are 12.50% alc, approximately 2.5 standard drinks, and are available exclusively from our Cellar Door and our website.*

## Packaging Notes

### Durable and Portable

Beverage cans are highly durable and easily portable, so they are ideal for the outdoors.

### Quickly Chilled

Beverage cans can be chilled more quickly than bottled wine, requiring less energy.

### Recyclable

Aluminium is the most cost-effective material to recycle. Because it does not 'degrade' during the recycling process, aluminium is infinitely recyclable.

### Various Packaging Options

Is premium wine in a can pushing things a little too far? To draw a possible parallel, think back to the 1990s and recall the debate around the screwcap. The screwcap was anathema to many wine producers, but since the early 2000s, it has been widely adopted by wine producers and embraced by wine drinkers in Australia (more than 90% of Australian red and white wines are now sealed under screwcap). Most wine producers consider the screwcap as not simply a packaging option but a vital quality measure.

While this packaging of our Rosé in a non-traditional format is a very small step for us, we believe it is important to challenge our current thinking and occasionally challenge the accepted norms of premium wine.