



SINCE 1905

**GATÃO**

# GATÃO NEW LAUNCH!

IT'S ALL ABOUT WINE IN A CAN!

IT'S ALL ABOUT PEOPLE THAT APPRECIATE THE GOOD THINGS  
IN LIFE!

IT'S JUST FOR THOSE WHO KNOW VERY WELL WHAT THEY  
WANT AND HAVE THE CURIOSITY TO TRY NEW THINGS!

IT'S JUST FOR THOSE WHO ARE SOCIALLY  
RESPONSIBLE AND CONCERN ABOUT  
ENVIRONMENTAL ISSUES!



WHY CAN'T YOU?

#FOLLOWYOURINSTINCT

# GATÃO NEW LAUNCH!

IT'S ALL ABOUT BEING TRENDY, OPEN MINDED, FREE OF BORDERS OR BARRIERS!

ITS ALL ABOUT... FOLLOW YOUR INSTINCT!

IT'S ALL ABOUT... GATÃO, YOUR WINE CAN!



WHY CAN'T YOU?

#FOLLOWYOURINSTINCT

# GATÃO YOUR WINE CAN!

## *BENEFITS OF GATÃO CAN*

- i. THE SAME WINE, A DIFFERENT WAY OF DRINKING.  
THE GATÃO WHITE WINE IS NOW INSIDE A CAN!
- ii. PORTABLE, LIGHTWEIGHT AND DURABLE
- iii. AFFORDABLE AND GREAT FOR OUTDOORS
- iv. NO WINE TOOL NEEDED



WHY CAN'T YOU?

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# GATÃO YOUR WINE CAN!

## *BENEFITS OF GATÃO CAN*

- v. LOWER CARBON FOOTPRINT BY REDUCING WEIGHT
- vi. MORE EFFICIENT RECYCLING
- vii. CANNED WINE IS FASTER CHILLING. CANS CHILL DOWN QUICKER AS THEY ARE A SMALLER FORMAT (LESS VOLUME TO CHILL DOWN) AND THE CANS HAVE A THINNER WALL. THIS SPEED OF CHILLING ALSO MEANS THERE IS LESS ENERGY REQUIRED TO CHILL DOWN CANS COMPARED TO WINE IN A BOTTLE.



WHY CAN'T YOU?

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## *BENEFITS OF GATÃO CAN*

- viii. CANS ARE AN EXCELLENT CHOICE FOR PICNICS, FESTIVALS, CONCERTS IN THE PARK AND DRINKING BY THE POOL, WHERE GLASS IS MOST LIKELY PROHIBITED. IDEAL FOR PEOPLE LOOKING TO DRINK ON THE MOVE.
- ix. FRESHNESS. CANS ARE GREAT FOR BLOCKING OUT ALL LIGHT. THIS MEANS LIGHT CANNOT INTERFERE WITH THE WINE INSIDE RESULTING IN A FRESHER PRODUCT.



WHY CAN'T YOU?

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# GATÃO YOUR WINE CAN!

## *BENEFITS OF GATÃO CAN*

- x. EASIER TO FIT IN THE FRIDGE OR IN THE COOLER BAG
- xi. SINGLE SERVE. DON'T NEED TO OPEN A WHOLE BOTTLE JUST TO ENJOY A GLASS OF WINE
- xii. 250 ML CAN = 1,67 GLASSES OF WINE. THE PERFECT AMOUNT TO ENJOY IN ONE EVENING



WHY CAN'T YOU?

#FOLLOWYOURINSTINCT

# GATÃO CAN, THE SUCCESS ON THE SHELVES!

- ATTRACTIVE AND COLOURFUL
- CREATIVE AND CONTEMPORARY DESIGN
- YOUNG AND FRESH IMAGE, LIKE THE WINE
- STRONG EMPATHY WITH THE CONSUMER ON THE SHELF
- URBAN, COOL AND TRENDY
- IMMEDIATE BRAND ASSOCIATION



WHY CAN'T YOU?

#FOLLOWYOURINSTINCT



# GATÃO YOUR BRAND SINCE 1905!

PORTUGAL'S AMBASSADOR THROUGHOUT THE WORLD AND BORN IN 1905, GATÃO IS TODAY ONE OF PORTUGAL'S MOST REPRESENTATIVE WINE BRANDS IN INTERNATIONAL MARKETS.

**GATÃO** IS A BRAND THAT KNOWS WELL WHAT IT WANTS BUT HAS THE CURIOSITY TO TRY NEW THINGS.

**INDEPENDENT, CONFIDENT** AND SLIGHTLY **REBELLIOUS**, IT APPRECIATES THE GOOD THINGS IN LIFE AND IS NOT ASHAMED TO ADMIT IT AND TO ASSERT ITS CHOICES.



SINCE 1905  
**GATÃO**

WHY **CAN'T** YOU?

#FOLLOWYOURINSTINCT

# GATÃO SINCE 1905!

ARTISTIC AND URBAN, IT'S A **BRAND FOR THE WORLD**, FREE OF BORDERS OR BARRIERS. IT IS SOCIALLY RESPONSIBLE AND CONCERNED ABOUT ENVIRONMENTAL ISSUES.

GATÃO EMERGES AS A **BRAND WITH A STRONG PERSONALITY** THAT, THROUGH THE CONFIDENCE OF ITS EXISTENCE, HAS GAINED THE LIBERTY TO BE PRESENT.



WHY CAN'T YOU?

#FOLLOWYOURINSTINCT

# GATÃO A WAY OF LIFE!



WHY CAN'T YOU?

#FOLLOWYOURINSTINCT





WHY CAN'T YOU?

#FOLLOWYOURINSTINCT





WHY CAN'T YOU?

#FOLLOWYOURINSTINCT





WHY CAN'T YOU?

#FOLLOWYOURINSTINCT

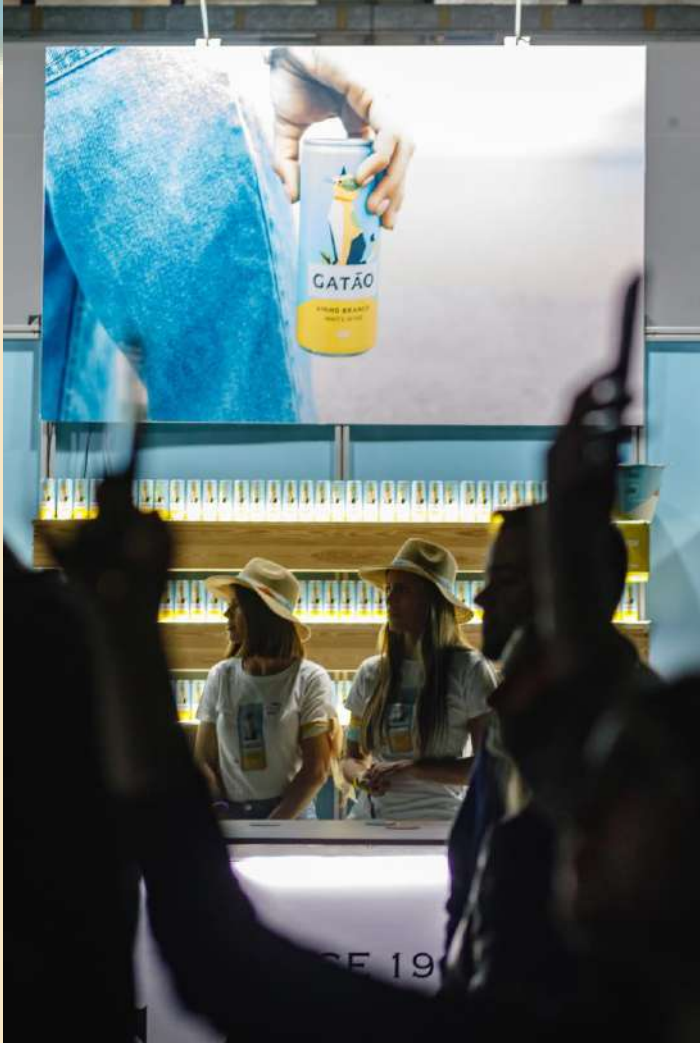




WHY CAN'T YOU?

#FOLLOWYOURINSTINCT





WHY CAN'T YOU?

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WHY CAN'T YOU?

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# GATÃO CAN | LOGISTICS

|                                                                                               |                           |                        |                            |
|-----------------------------------------------------------------------------------------------|---------------------------|------------------------|----------------------------|
| PRODUCT UNIT                                                                                  | FORMAT                    | LATA 250 ml SLIM       |                            |
|                                                                                               | DIAMETER (mm)             | 53,4 max.              |                            |
|                                                                                               | HEIGHT (mm)               | 134,4                  |                            |
|                                                                                               | GROSS WEIGHT approx. (Kg) | 0,2719                 |                            |
|                                                                                               | EAN                       | 5601129452425          |                            |
|  CASE (Tray) | COMSUMPTION UNIT x CASE   | 24 cans                |                            |
|                                                                                               | LENGTH (mm)               | 329,0                  |                            |
|                                                                                               | WIDTH (mm)                | 218,0                  |                            |
|                                                                                               | HEIGHT (mm)               | 136,0                  |                            |
|                                                                                               | WEIGHT (Kg)               | 6,7                    |                            |
|                                                                                               | EAN                       | 45601129482420         |                            |
| PALLET                                                                                        |                           | EURO<br>(1200 X 800mm) | UK / US<br>(1200 X 1000mm) |
|                                                                                               | HEIGHTS NO. / PALLET      | 11                     | 11                         |
|                                                                                               | CASES NO. (24) / HEIGHT   | 12                     | 16                         |
|                                                                                               | CASES NO. (24) / PALLET   | 132                    | 176                        |
|                                                                                               | CANS NO. (250ml) / PALLET | 3 168                  | 4 224                      |
|                                                                                               | TOTAL PALLET HEIGHT (mm)  | 1 645                  | 1 645                      |
|                                                                                               | WEIGHT (Kg)               | 907,4                  | 1 207,2                    |





# GATÃO CAN | LOGISTICS

|                        |                   | EURO PALETE<br>(1200 X 800 mm) | UK / US PALETE<br>(1200 X 1000 mm) |
|------------------------|-------------------|--------------------------------|------------------------------------|
| CONTAINER 20"          | PALLETS NO.       | 11                             | 10                                 |
|                        | CANS NO. (250ml)  | 34 848                         | 42 240                             |
|                        | WEIGHT CARGO (Kg) | 9 981                          | 12 072                             |
|                        | CARGO (Lts.)      | 8 712                          | 10 560                             |
| CONTAINER 40"          | PALLETS NO.       | 24                             | 19                                 |
|                        | CANS NO. (250ml)  | 76 032                         | 80 256                             |
|                        | WEIGHT CARGO (Kg) | 21 778                         | 22 937                             |
|                        | CARGO (Lts.)      | 19 008                         | 20 064                             |
| CONTAINER 45"<br>TRUCK | PALLETS NO.       | 26                             | 19                                 |
|                        | CANS NO. (250ml)  | 82 368                         | 80 256                             |
|                        | WEIGHT CARGO (Kg) | 23 592                         | 22 937                             |
|                        | CARGO (Lts.)      | 20 592                         | 20 064                             |





SINCE 1905  
**GATÃO**

UNCANN YOUR LIFE!  
FOLLOW YOUR INSTINCT!

WHY **CAN**'T YOU?



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**#FOLLOWYOURINSTINCT**