

ALWAYS FIT WITH GRAPILLON 100% GRAPE SUGAR!

THE FABULOUS UNIVERSE OF A GRAIN OF GRAPE

It contains all that is necessary to the life: natural sugars, organic and amino-acids, mineral matters. Many scientific studies prove that substances of the grape – consequently grape juice – are effective against numerous deficiencies and ailments like coronary diseases. In fact the grape berry holds, in peel and seeds, a lot of polyphenols and antioxidants. The vitamin C together with those components reduce blood cholesterol degree. The grape is appreciated for its nutritional and energetic values. Its glucides - the main energizing source for body - are a natural sugar supply necessary to food balance and nervous cell activation. In accordance with that to drink grape juice regularly stimulates metabolisms and improves physical and mental performances. YES. GRAPILLON, IT'S SO GOOD!

GRAPILLON GRAND CRU

As a wine producer, SCHENK logically created the firm Grapillon this year with the aim to produce and bottle a grape juice without alcohol under the trade mark GRAPILLON.

A perfect knowledge of the raw material, its specific characteristics, a severe grape selection together with the expertise of all the making processes allow the young Grapillon SA to make a pure grape juice with a constant quality.

The years just after the World War Two were particularly favourable to launch a grape juice full of natural sugar whereas people had been rationed with sweetnesses during hostilities time.

At once, GRAPILLON won a wide public favour with young people as well as elders. Synonymous with nature and health, GRAPILLON gained new followers and compelled recognition on Swiss and foreign markets because of its excellent grape juice (it was exported to numerous countries since 1949). Through a Swiss network developed by Rivella, GRAPILLON widely set up in restaurants and hotels.

With the present appeal to sound and natural products GRAPILLON benefits from liking and growth potential that we have to use today so that to explore new distribution channels.

A MORE TASTY, MORE REFRESHING AND THIRST-QUENCHING GRAPE NECTAR

The new composition of GRAPILLON nectar makes it easier to drink in any occasion. Nectar of pure red grape juice (100% natural grape sugar), the new GRAPILLON has the same properties and virtues as previous one. Slightly sparkling GRAPILLON is now suppler, fresher, more thirst-quenching. It matches up better with leisure activities and meals. It is of benefit to all ages people to be in fine form in their body and mind every day. With an increased pleasure as a free gift!

A GREAT PROMOTIONAL CAMPAIGN

With a new label GRAPILLON combines all the characteristics of the brand to the authenticity and the taste of the product.

Traditional consumers will not be confused with the younger picture of GRAPILLON. With a red grape, the Swiss cross and the slogan **It's so good ...** this new label shows the identity and the origin of the product at a glance.

100% grape sugar in a medallion emphasizes the reliability of a natural making.

Colours express freshness and flavour.

GRAPILLON is available in hotels and restaurants in 100 cl and 20 cl bottles.

A promotional support must intensify and increase the product presence on every spot.

Known as a national brand **GRAPILLON** heads into ever growing fame. People have faith and like family firms and traditional quality such as those Swiss witnesses: CENOVIS, MAGGI or RIVELLA. By sending a message of values which all ages people appreciate GRAPILLON is able to win the loyalty of customers who search for **Swiss made** truth and genuineness.