

DOMAINE TARIQUET

Domaine Tariquet invests 750 000 € to box its white wine

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« To be stored away from heat and kept in a refrigerator after opening » warns Domaine Tariquet. – photo credits: Domaine Tariquet



The leading economic operator of the Côtes de Gascogne IGP designation takes up the marketing to wine shops and restaurants of a new and highly strategic format marketing in these times of confinement: the BIB. A full review of the industrial and commercial stakes of this launch with Rémy Grassa, co-CEO of the estate.

Up until now, Domaine Tariquet was absent from the BIB market. Was this 100 % bottle policy due to some wariness towards the BIB's image or its storage life?

Rémy Grassa: The BIB's image has indeed greatly improved over the past three years. But the major issue is the storage life, especially for white wines. For optimum freshness, we recommend enjoying the BIB within 6 months of its packaging date, and within 4 weeks after opening. We mention these recommendations and the packaging date very clearly on the BIB so that the consumer has all the information.

A certain stock rotation is necessary for the packaged BIB to not stay too long at the estate or in wine shops before being sold or enjoyed. To that end, we schedule regular fillings in small quantities. The increasing demand for this type of packaging on the French market has allowed us to move on to the next stage in terms of market potential and, consequently, stock rotation. As soon as we believed we could ensure optimum quality and freshness thanks to a satisfying stock rotation, we decided to launch this Domaine Tariquet Classic BIB.

This BIB's format chooses to be ergonomic rather than classic...

We opted for a cubic format, unusual and resolutely distinctive for a 3L BIB. And, particularly, we chose a high-quality finish (quality paper, varnish, green gilding, embossing...) that uses the design of the Classic's label, the historic cuvée of our family estate. This cubic format is also very convenient for wine merchants because it is stackable, which frees up space. It does not need a plastic handle, a good point in terms of recycling. And it is easy to use for consumers who want to pour themselves a glass of white wine without having to take the BIB out of the refrigerator.

Is the wine in the BIB the same as the wine found in other packaging?

It is exactly the same wine and the same Classic vintage as the one bottled in 37,5cl, 75cl and 150cl.

How much did the estate's specially bought packaging line cost and what are its features?

In order to ensure an ideal packaging quality, we have invested in a very modern, state-of-the-art packaging line. We have invested nearly 750 000 € in equipment, specific racking tanks and conveyance of technical fluids (adjustments to the building not included.) We worked with Smurfit for the engineering and installation of the line : box forming machine, 15 shots/minute single-head liquid filling machine, separate dual lines for the air (emptying out the bag before filling) and the injected nitrogen (sweep), 99% wine protection prior to the presence of nitrogen before closure with tap, conveyance system, closing machine, weight control, handle fitting, filtration pallet, Clean-In-Place system with very hot water, robotic end-of-line palletizing...

Why not go for the pouch format?

The Pouch did not convince us in terms of presentation. Additionally, its polythene and aluminum packaging offers less recycling potential. But perhaps this type of packaging will be more widespread in ten years, who knows? We doubt it, but we pay attention to the market and the development of the materials used for this type of packaging as well as their recyclability.

How does this BIB format fit into the estate's sustainability policy?

The box and the bag are both recyclable. The carbon footprint of a 3L BIB is, at first glance, better than that of four 75cl bottles, but it is difficult to have a precise estimate given the multiple parameters that must be taken into account depending on the situation.

However, not everyone would buy four 75cl bottles from their wine merchant in one go, which is the equivalent of one 3L BIB. And the footprint of a 75cl bottle is smaller than that of a 3L BIB.