



#### NOT ONLY BEACH, SEA AND FOOTBALL...

BRAZIL IS ALSO NOTED FOR ITS WINE, THE PRODUCTION OF WHICH HAS SEEN AN ENORMOUS RISE OVER RECENT YEARS, EARNING THE POSITION OF FIFTH WORLD PRODUCER OF THE SOUTHERN HEMISPHERE. THERE ARE 1162 WINERIES OVER AN AREA OF MORE THAN 82.000 ACRES. THANKS TO HAND-PICKING AND THE INTRODUCTION OF MODERN TECHNOLOGY, EXCELLENT WINES ARE PRODUCED WHICH ARE FRESH, FRUITY AND WELL BALANCED, MAKING WINE-TOURISM MORE AND MORE POPULAR. THE BEAUTIFUL AND VARIED WINE REGIONS OF BRAZIL, ARE AN INVITATION FOR TOURISTS TO BEGIN TO DISCOVER THIS GREAT COUNTRY. THE AREA OF RIO GRANDE IS WHERE YOU CAN FEEL THIS ENOLOGICAL VOCATION AND WHERE THE BIGGEST PART OF THE WINERIES ARE SITUATED IN THE MOST SOUTHERN PART OF BRAZIL, BORDERING URUGUAY AND ARGENTINA, WITH GREEN VALLEYS, MULTI-COLOURED GARDENS, WATERFALLS AND A SUBTROPICAL CLIMATE.

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# PANIZZON

#### → SECTOR: WINE

SOCIEDADE DE BEBIDAS PANIZZON LTDA  
Flores da Cunha, RS, Brazil  
[www.panizzon.com.br](http://www.panizzon.com.br)

- Wraparound packer LWP 30 ERGON
- Wraparound packer LWP 30
- Conveyor belts



GEO LOCATION

# PANIZZON: A JOURNEY OF GREAT SUCCESS

The Sociedade de Panizzon, with 50 years of success in wine production, invests continually to improve production and offer high quality products, tradition and innovation are the two essential elements for the activity of this company, which is passionate about producing excellent wines. Sociedade de Panizzon has its headquarters in Flores da Cunha, the town with the largest production of wine in Brazil, and the heart of the wine-growing sector, where the traditions and secrets of this art have been passed down from generation to generation. The Panizzon company, founded in 1960 by Ricardo Panizzon and sons, is today, one of the greatest realities in this sector, with a very wide range of products, many of which are market leaders of their kind.

Panizzon has in fact gained important recognition and has won a lot of awards from national and international competitions for its sparkling wines and fine wines. Its innovative approach and strong responsibility to constantly improve and invest in new projects and technology, ensures its constant presence on the market and the launch of new types of product. The result of this tireless job can be seen to all through the excellent products produced and the quality of its sparkling wines, fine wines, table wines, vinegar, fruit juice and hot beverages. The quality of Panizzon products has been proven by numerous awards and prizes received over the years from important national and international competitions.

**Among the latest awards received:**

- Gold medal for the fine wine Chardonnay Brut at the 14th National



Competition for Fine Wines and Distilled Alcohol in São Paulo, Brasil, 15/09/2016

- Gold medal for Chardonnay Brut, in Lager, France 05/04/2016
- Gold medal for Chardonnay Brut at the Vinalies Internationales in France 22/03/2016
- Gold medal for Chardonnay Brut at the XI Brazilian spumanti contest in Garibaldi, Brasil, 16/10/2015.

**THE SECRET OF THE QUALITY OF THE VINES PRODUCED BY PANIZZON IS BOUND TO THE EXCELLENT VINEYARDS WHERE THE PRECIOUS, HIGH-QUALITY GRAPES ARE GROWN.**

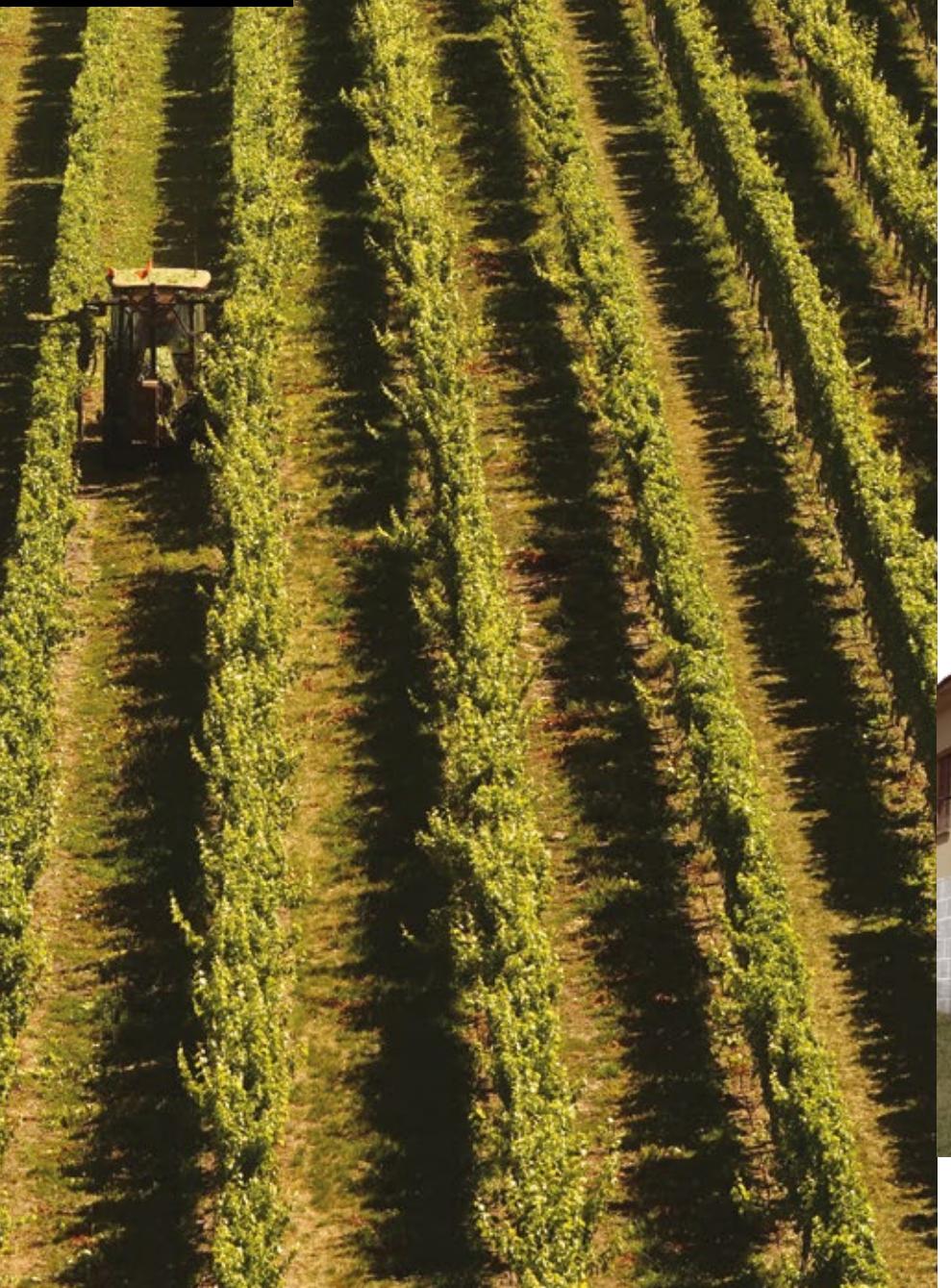
THE SEVERE QUALITY CONTROLS THAT ARE CARRIED OUT DURING EACH PHASE OF THE CULTIVATION, FROM THE PLANTING TO THE PICKING, ARE A GUARANTEE OF EXCELLENCE, THAT IS RENOWNED AT PANIZZON THROUGH THE IMPORTANT AWARDS THAT IT HAS RECEIVED FROM NATIONAL AND INTERNATIONAL COMPETITIONS.



# TRADITION AND TECHNOLOGY AS A SOURCE OF SUCCESS

The history of the Panizzon winery began in 1960 when, Ricardo Panizzon and his sons, family of Italian origin, thanks to consolidated experience gained through supplying raw materials to the main wineries of the region, decided to invest in the cultivation of vines in Flores Da Cunha to produce their own wine: thus the Beverage Company Panizzon Ltda. was founded, which today is managed by the third generation of this family. The Panizzon family originated from the Italian region of Veneto; from there, in 1883 the Panizzons emigrated to Brazil and settled in Flores da Cunha, where they began to cultivate vines according to their techniques, knowledge and experience brought from their homeland. Until 1990, the company focused above all on the production of table wines, in 1991 they began the production of vinegar under the tradename of Rosina, named after the wife of the founder, Ricardo. Over the years, the demand for wine grew, and in 1999 Panizzon launched its first fine wine, while in 2002 it began to enter in the market of

sparkling wines. But 2003 was its great year, the year of the big expansion, thanks to the introduction of the lines for balsamic vinegar and grape juice. The following years have been characterised by continual investments in new machinery and equipment to increase production and improve technical production. Today after more than 50 years of activity, we can say that Panizzon is recognised on the market for its excellence, efficiency and professionalism. Investing in advanced technology, that includes equipment used in the cultivation, modern technical analysis and the storage of the product, is also a factor that adds quality. In every bottle of wine, there is a bit of its history, making each wine unique and suggestive and to keep the quality of the wine intact, Panizzon understands how important it is to package it correctly with the right box that will maintain the quality of the wine until it reaches the consumer. For these reasons, Panizzon chose to wrap its wine bottles in closed boxes, by installing an SMI LWP 30 ERGON wraparound packer on its production line.



## → DISCOVERING THE PANIZZON WINERY

To help visitors taste the quality of Panizzon still and sparkling wines, the company has reserved a space within the plant, where visitors are taken on a guided tour to help them discover the spirit of the wine. Next to the winery, there is a shop where you can taste samples and buy products or souvenirs from the world of wine. In this way, the shop has become a chosen destination for a lot of tourists who want to discover the city of Flores da Cunha and taste the excellence of the wines on offer. In this region there are a few local organisations that specialise in enological tours which take visitors around Panizzon and other wineries, they also organise courses and seminars on the production of wine or it is also possible to choose guided wine sampling to improve the understanding of the history of Brazilian wine.



# SMI SOLUTIONS FOR PANIZZON



Experience acquired by Panizzon from the use of the first LWP wrap-around packer supplied in 2015, gave the company no other choice but to return to SMI for the supply and installation of the new LWP 30 ERGON. The wraparound packer that was supplied, answers all the requests made by the customer for flexibility, quick production procedure and allows to achieve high production efficiency at low cost, working up to 30 packs/ minute in different formats in a completely automatic way.



## → WRAP-AROUND PACKER LWP 30 ERGON – New production line

**Packaged products:** glass bottles of 0,66L / 0,75L / 1L / 1,5L / 2L.

**Packages worked:** wrap-around boxes in the format 3x4 for bottles of 0,66L / 0,75L / 1L and in the format 2x3 for bottles of 1,5L and 3L.

**Products packed:** brand wines Panizzon, Di Mallo and San Martin; Brand grape juice Panizzon and San Martin and brand vinegar Weinmann and Rosina.

## → WRAP-AROUND PACKER LWP 30 – Pre-existing line

**Packaged products:** glass bottles of 0,25L / 0,3L / 0,5L / 0,66L / 0,75L / 1L e 1,5L.

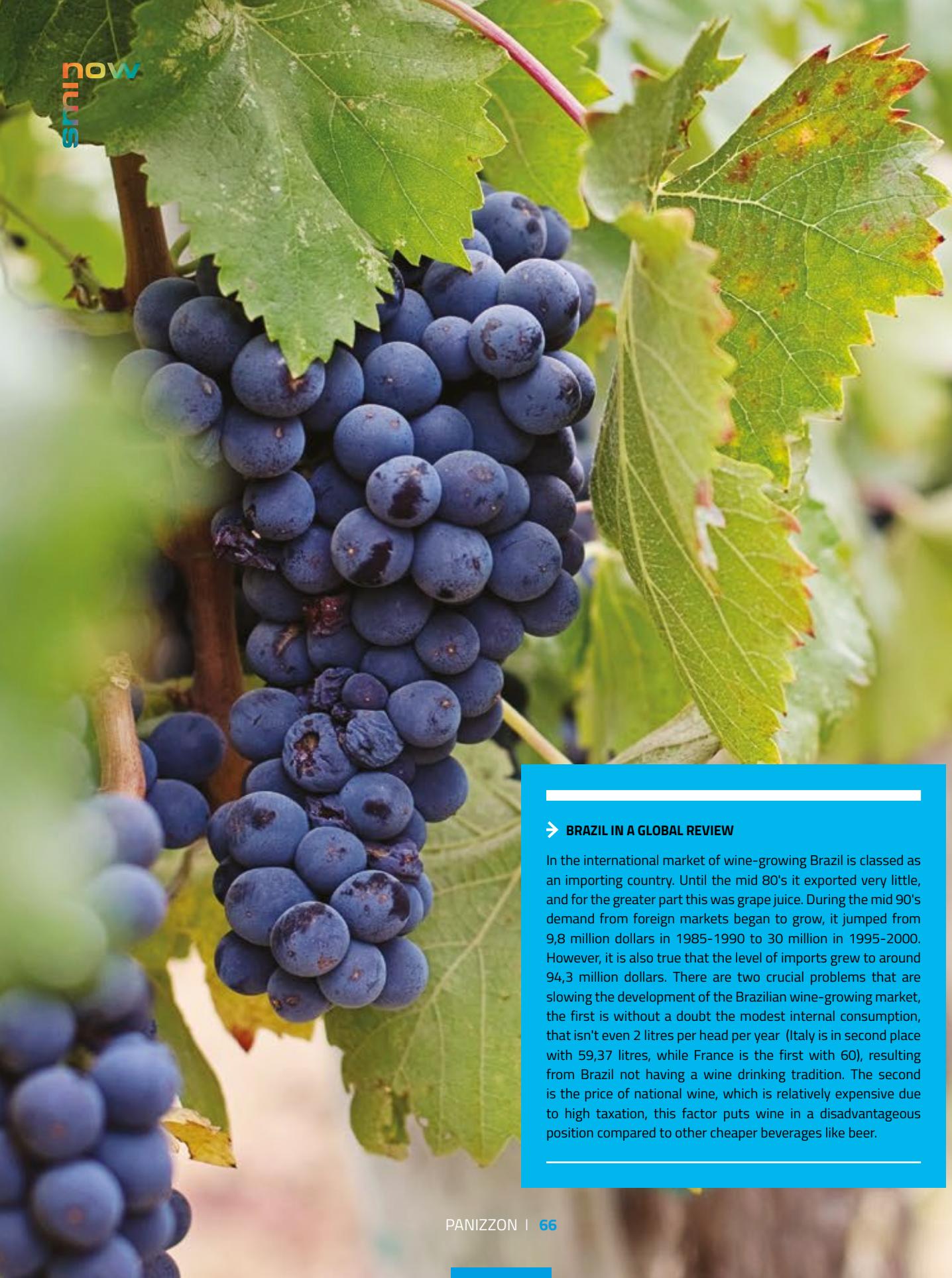
**Packages worked:** wrap-around boxes in the format 3x4 for bottles of 0,25L / 0,3L / 0,5L / 0,66L / 1L and in the format 2x3 for bottles of 0,75L e 1,5L.

**Products packed:** brand wines Panizzon, Di Mallo and San Martin; Brand grape juice Panizzon and San Martin and brand vinegar Weinmann and Rosina.

## → ADVANTAGES

- Automatic machine for the packaging of glass bottles of various capacity with a maximum speed of 30 boxes per minute.
- An ideal solution for packaging glass bottles that need packaging that resists bangs and is able to preserve the product during transportation.
- The cardboard boxes are easy to stack during the palletising phase.
- The LWP 30 wraparound packer has a mechanical system that groups the product and offers the advantage of forming the box around the bottles without stopping the machine.
- The procedure is continuous and ensures that the wrapping process is fluid and constant.
- With the wraparound system it is possible to create different types of rigid containers in different types of packaging, such as boxes that are semi-closed or completely closed, with or without prebuilt cardboard separators between one container and another, cardboard trays with a rectangular or octagonal base, trays with the same height edges or with different heights, boxes with easy-opening.
- The cardboard box can be personalised from a graphic point of view; this way it becomes an efficient means of brand advertising and so it becomes strategically important to attract consumers.

# SERRA GAÚCHA: THE STAR OF BRAZILIAN VINEYARDS



## → BRAZIL IN A GLOBAL REVIEW

In the international market of wine-growing Brazil is classed as an importing country. Until the mid 80's it exported very little, and for the greater part this was grape juice. During the mid 90's demand from foreign markets began to grow, it jumped from 9,8 million dollars in 1985-1990 to 30 million in 1995-2000. However, it is also true that the level of imports grew to around 94,3 million dollars. There are two crucial problems that are slowing the development of the Brazilian wine-growing market, the first is without a doubt the modest internal consumption, that isn't even 2 litres per head per year (Italy is in second place with 59,37 litres, while France is the first with 60), resulting from Brazil not having a wine drinking tradition. The second is the price of national wine, which is relatively expensive due to high taxation, this factor puts wine in a disadvantageous position compared to other cheaper beverages like beer.

The region of Serra Gaúcha, situated between the mountains of north-eastern Rio Grande do Sul, in southern Brazil, has the greatest output of local wine production, so much so that it is called the star of Brazilian vineyards, the quality of the product also matches the quantity. This region has a similar climate to those of the best wine-growing areas around the world, between the 30° and 50° parallels, but it has the disadvantage of the excessive yearly rainfall that falls exactly in the season before harvest, a crucial period for grapes to ripen. This factor makes life very difficult for wine-growers in Serra, so they have to work hard and commit to improving the technology of their production. The results have however been surprising and encourage continual improvement. When we speak about surprising results we can't avoid speaking about Sociedade de Bebidas Panizzon, that today is one of the most important companies in this sector, this can also be seen by the important awards it has won at national and international levels. Thanks to the company being led by solid

values like family, traditions and solidarity, united in an innovative approach towards cultivation, production and packaging techniques, it now occupies prime position in the wine-growing context of Brazil. For its secondary packaging the company chose to pack its glass bottles for the brand wines Panizzon, Di Mallo and San Martin, for the grape juice brands, Panizzon and San Martin and the vinegar brands, Weinmann and Rosina in wrap-around boxes. This kind of packaging ensures a quality box which is particularly resistant and able to preserve the contents during movement and transportation. Bebidas Panizzon chose the LWP series wraparound packer from SMI, with who they have been collaborating since 2015, when their first wraparound packer was supplied, and for the new glass bottle production line of 0,66L / 0,75L / 1L / 1,5L / 2L they installed the new wraparound packer LWP 30 ERGON.

Today Brazil produces wines of excellent quality that often reach the same level as many foreign wines, taking part and winning awards even abroad. The Brazilian wine culture favours white wines for quantity and quality, this probably depends on the type of soil and weather conditions.

### Brazilian wines are classified in:

- **Vinho de Mesa** - inferior quality wine, made from a variety of common grapes (Concord, Herbemont, Isabel, Seyve Willard, Niagara) of American species (*Vitis labrusca*, *Vitis rupestris*).
- **Vinho Fino de Mesa** - differentiated table wine, made from a variety of noble grapes (Cabernet Sauvignon, Cabernet Franc, Pinot Noir, Merlot, Chardonnay, Riesling, Sauvignon Blanc) of European species (*Vitis vinifera*).

Brazilian wine is gaining ground and has its own precise characteristics, the whites tolerate the climate: fruity, refreshing and made to be drunk young; the reds, have already reached a good level and can be compared to the best young European wines. The greatest difficulty for the production of Brazilian wine is that, because of the climate it can't mature as much as the wine we produce. However, some wines from 1991, the best year in the history of wine in Brazil, have reached a surprising degree of quality and they are improving while having matured in the bottle for over 10 years, a length of time which was impossible to imagine for these wines. Since September 1995, Brazil has been a member of Oiv (Office International de la Vigne e du Vin), the organisation which regulates the international rules for producing wine, witnessed by the high quality of Brazilian production. The next step will be to create the Brazilian D.O.C, (Denomination of Controlled Origin) similar to that existing in Europe.



# A PIECE OF ITALY IN BRAZIL

In 1875, settlers and sharecroppers began to arrive from Italy, especially from Veneto, they settled above all in the city of Flores da Cunha, a region in the state of Rio Grande do Sul in the heart of Serra Gaúcha. They had been enticed by incentives from the Brazilian government which promised pieces of land to those who were prepared to leave their homeland. The government needed to populate the southern regions of the country and defend the border with Uruguay, this fertile land could be cultivated, it wasn't a mirage but a serious proposal, and it offered a rare opportunity to escape from the hunger and poverty that was hitting Italy in that period. In reality, the fertile land was covered by excessively wild vegetation, the so called "Mato", the wood that covers you. The first generations had a hard life, but the spirit of self-denial and sacrifice, that has always characterised Italian peasants won and over time they managed to dominate the land and make it productive. Today everything is produced on a wide scale and it is the descendants of those first settlers who are helping to support the Brazilian economy. The most important wine-growing region of Rio Grande do Sul is Serra Gaúcha, where tourists can visit any of the many

local wineries and live the experience of producing wine, they can also take part in exciting nature excursions where it is possible to go rafting on the rivers of the magnificent Serra Gaúcha to discover the wonders, or travel through the region by Jeep, horse or on foot, along trails surrounded by the splendid nature, admiring the beautiful sunsets. Along the Road of Wine and Grapes you can visit small rural properties that have been converted into wineries, restaurants, artisan shops and art laboratories. Around Bento Gonçalves, the vines were planted by Italian immigrants who were specialised in the production of high quality wines: from there the road called Vale Trentino, between Caxias do Sul and Farroupilha, joins numerous wine-growing companies where you can find traditional Italian wines and spumanti. Along this trail you can easily admire houses that have remained unchanged since the 1800's, the era of immigration, with wide courtyards and areas for the cultivation of local grapes, that today have become shops which sell local produce such as, wine and cheese.



## THE ROMANTIC ROAD OF BRAZIL

In the Brazilian state of "Rio Grande do Sul", between the plain around the river Rio do Sinos and the high ground of the Serra Gaúcha, the "Rota Romântica" extends for over 200 km. The Rota Romântica, or the Romantic Road of Brazil was built copying a German design and the thirteen cities which are built along it are the ideal tourist location in Brazil for anyone looking for breathtaking landscapes, peaceful villages and delicious regional cuisine: valleys, fields, and coloured gardens make up the natural landscape of this region, while the architecture and cultivation in this area mirror the predominant influence of German immigrants.

