

SPIRIT VALLEY

The Spirit Valley, a French wine and spirits cluster, worldwide famous for its expertise, brings together all stakeholders for the successful development of spirit and cocktail projects.

Background : In the mid-90s, the biggest international spirits groups and most famous cognac “houses” owners involved all the stakeholders of the Cognac region to consider diversifying their product ranges in the field of spirits with the exception of cognac. That is **the origin** of the Spirit Valley.

Our members : wine growers and packaging manufacturers for generations– share their expertise and know-how to achieve the 4 objectives of Spirit Valley :

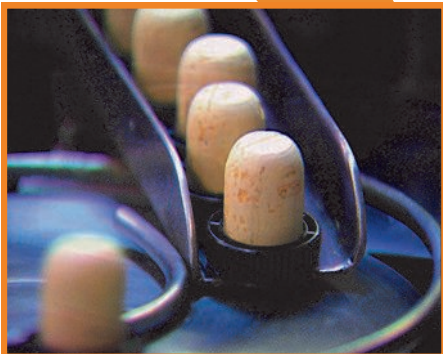
- Develop initiatives involving companies and partners
- Promote the companies’ know-how and expertise
- Contribute to the development of established companies
- Encourage the setting-up of new activities linked to the spirits’ sector

Our principal members are world famous **spirits** and **wines**, as well as spirit– and wine– based innovative cocktails.

Our geographical position is at the heart of **our strategy** : we possess the territory expertise and provide global solutions, from product conception to design, packaging, logistics and export facilities.

All these skills are now being **structured** to form "Spirit Valley", a **French wine and spirits cluster**, which brings together all the parties for one common goal : for **successful development of the spirits’ and cocktails’ industry** in the region of Cognac.

→ This initiative is supported by ATLANPACK, the local cluster in the packaging industry.



AN UNFORGETTABLE EXPERIENCE AT THE HEART OF THE FRENCH SPIRIT VALLEY

At the heart of Spirit Valley, don't miss the Unique Trade Show dedicated to wines and spirits **PACKAGING SOLUTIONS!**



Companies and organizations in the wine and spirits' industry,
Participate in the 5th edition of VS PACK
and discover the latest innovations adaptable to your products
**which will take place the 1st, 2nd and 3rd
of December 2009 in Cognac!**



This unique trade show brings you new **packaging ideas** and
helps you diversify your products.

Participants at the last 2007 edition:

- Around 2 500 visitors
- More than 100 exhibitors from all over Europe



Sectors represented by exhibitors:

VS PACK - PACKAGING	VS TECH - Packaging technologies	VS CREA - Design, Consulting & Marketing
Corks / capsules Cases Decor Label, sleeve Presentation cases Point of sales advertising Bags, gift packaging Paper / film	Cooperage Bottling Packaging machines Labelling Laboratory Contract bottling	Design packaging Graphic design Photoengraving Advice



And why not take a tour during your journey in the famous French Distilleries and
Vineyards in our beautiful region...

You can also enjoy, with an industrial route, cork factories, glassmaking,
a label-printing company...

Meetings can be planed with professionals of your choice ...
The tour can be tailor-made according to your needs and desires...

www.vspack.com/en



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SUD-OUEST FRANCE

If you are interested in participating or
to get more information...

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