



**LUXE PACK MONACO 2019 has the solution
for Wines & Spirits professionals**

Press release
August 29th, 2019

LUXE PACK MONACO will take place from Monday 30 September to Wednesday 2 October at the Grimaldi Forum. Once again this year, the show has solutions for Wines & Spirits professionals and other non-alcoholic premium beverages currently in vogue, thanks to:

- **a wide variety of exhibitors;**
- **numerous sustainable innovations and launches dedicated to the Wine & Spirits sector;**
- **the exceptional presence of eminent persons from the sector.**

A wide variety of exhibitors

LUXE PACK MONACO will host over 470 exhibitors who have all been selected for their expertise and achievements in the luxury sector.

Packaging solutions dedicated to the Wine & Spirits sector will be numerous and of all kinds, including bottles, boxes, labels, finishes, durable solutions, and even integrating new technologies. Brands will find multiple solutions for their projects and differentiation on supermarket shelves.

A record number of exhibitor innovations and launches

As is the case every year, numerous innovations will be launched at this year's LUXE PACK MONACO, and here will be something for the Wines & Spirits sector,

such as ...



Limited edition Box MUMM – Grand Cordon



Bottle decoration in Pinatex



Smart Decanter Louis XIII – The very first connected carafe



Mélanie, an elegant and sophisticated bottle for all spirits



PLV Moët – Ice Cooler Imperial



Label « Seridôme », a global patent

... to name but a few.

Not to mention what cross-fertilisation can bring in terms of inspiration ...

Testimonials of eminent persons and experience sharing

The free and open access conference programme is a particularly relevant and useful complement for brands because many eminent persons have agreed to come and share their experiences and thoughts on hot topics.

Conferences of note

> **Excellence in design** by the Guest of Honour, Ross LOVEGROVE, Designer and Juan MANTILLA, Head of Design, KIKO COSMETICS.

Ross Lovegrove notably designed the Mumm cordon rouge bottle which marked a turning point for the Pernod-Ricard Group and was a commercial success! (**Monday 30 September 2.30 p.m.**)



> **Sustainable development** with Anne Enger, Sustainable Development and Packaging Manager, THE ABSOLUT COMPANY. Anne Enger will notably participate in the round table on *Innovation Packaging: what are brand expectations of their suppliers?* and will be on the LUXE PACK in green panel (**Tuesday 1 October at 3.30 p.m.**).



> **New consumers** with Jeremy LINDLEY, Global Design Director, DIAGEO. Global Design Director for Diageo, Jeremy Lindley is a regular at LUXE PACK MONACO and will explain how his group innovates to address a new market strongly marked by generational aspects (**Tuesday, 1 October at 2.15 p.m.**).



LUXE PACK MONACO has given itself the means to provide Wines & Spirits brands a range of solutions to make a visit worthwhile.

Visitor Custom Visit

For the first time this year, brands may prepare their personalised visitor trail online.

After having very simply identified their expectations and needs, a trail will be proposed, hall by hall, suggesting a panel of exhibitors, events venues, and conferences related to their areas of interest.

This service will be available, free of charge, to any pre-registered person on the exhibition website from 2 September up to the end of the show.

www.luxepack.com / Visitors' Area

For more information or interview, please contact: Maryvonne Lanteri - mlanteri@idice.mc - 00 377 97 77 85 60

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LUXE PACK LOS ANGELES – February 11 – 12, 2020, CONVENTION CENTER
LUXE PACK SHANGHAI – April 8 - 9 2020, SHANGHAI EXHIBITION CENTER
LUXE PACK NEW YORK – May 6 – 7, 2020, JAVITS CENTER

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