

# VINÍCOLA AURORA

## WINE INDUSTRY

**Aurora Ltda. Wine Cooperative**  
Bento Gonçalves, Rio Grande do Sul, Brazil

• Wrap-around case packers  
Smiflexi WP 450 and LWP 25



VIDEO



GEO LOCATION



**T**he Aurora Wine Cooperative includes over 1,100 small families who work side by side, sharing skills, traditions and goals. The numerous components and their varied make-up are not an obstacle, contrary to what you may think, to the organization of the production activities but represent an added value that allowed the Aurora Cooperative to become a point of reference in the Brazilian wine industry.

Today the Aurora Wine Cooperative exports to more than 20 countries, including the United States, France, Germany, the UK and Japan.

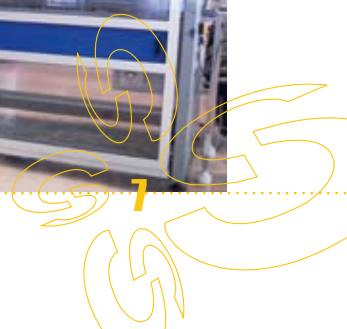
The origins of this company date back to 14 February 1931, when sixteen families from the city of Bento Gonçalves, who were vineyard owners, joined forces to create what would become the largest enterprise of this kind in Brazil: the Aurora Wine Cooperative.

The following year, thanks to a production of 317,000 kilos of grapes and to the modern technologies that



were adopted, the newly formed cooperative became the largest in Brazil.

In actual fact, the basis of this success dates back to 1875 when many immigrants from northern Italy settled in the Serra Gaúcha region, in southern Brazil where they found, thanks to the favorable climate and landscapes similar to those of their homeland, the ideal environment to preserve their culture and their customs, hence starting up the wine production business.



# IT'S THE SMALL THINGS IN LIFE THAT LEAD TO SOMETHING BIGGER

The production of the Aurora Cooperative is coordinated by experts in constant contact with the families who cultivate the vines, providing them with appropriate assistance and valuable advice. The technical team oversees the entire production process and is responsible for the quality of the final product. Moreover, the use of advanced technologies allows the 1,100 farms making up the consortium to operate efficiently, respecting the environment. Special care is taken during every stage of the production cycle, from planting the vines to

bottling the final product, with the main objective of marketing only high quality wines. In pursuing this goal, a very important role is played by latest generation machinery used for handling, controlling and packaging the product. In fact, the Aurora Wine Cooperative has decided to focus on European high-tech in choosing the automatic packers to be installed in its own production lines, by purchasing a Smiflexi WP 450 wrap-around case packer and a Smiflexi LWP 25 case packer from SMI. The first machine, a WP 450 model, which can pack up to 45 cardboard



INSTALLATION / Aurora



boxes/trays per hour, is interlocked to the 12,000 bph glass bottling line, where the 0.75-liter and 1.5-liter bottles, branded Saint Germain, Sangue de Boi, Country Wine and Brazilian Soul, are grouped in the 2x3 collation and the 0.375-liter ones in the 3x4 collation. The second machine, a LWP 25 model for outputs up to 25 cardboard boxes/trays per hour, is interlocked to the 9,000 bph glass bottling line and packages the Suco Aurora and Casa de Bento 0.3 / 0.312 / 0.5 / 1-liter bottles in the 3x4 pack collation and both the cylindrical 1-liter and 1.5-liter bottles and the square 1-liter bottles in the 2x3 pack collation. Achieving the highest quality of the final product also includes the careful selection of the raw material, i.e. the grapes. In this regard, the Brazilian

cooperative has established its own internal department in charge of providing the small vine plants to its members, with the aim of choosing the most appropriate type of vine according to the cultivation area, the type of grapes to be obtained and the characteristics of the wine to be produced. In addition, the company has set up its own logistics system, which connects the three main production units through a network of more than 4,500 meters of interconnected tubes, expressly designed to ensure efficient two-way transport for the produced wine.



# AURORA

## QUALITY REWARDED WORLDWIDE

Over the years, the Aurora Wine Cooperative has caught the attention of wine connoisseurs worldwide and has participated in important wine competitions, many of which have led to major awards.

For example, at the "Concours Mondial de Bruxelles", a sort of wine & spirits world cup that was held in 2013 in Bratislava in Slovakia, the Brazilian company won 3 silver medals for its "Aurora Brut Rosé" sparkling wine, its "Aurora Moscatel" white wine and its "Aurora Reserva Merlot" red wine.

These three wines were selected among 8,200 products from the 50 countries that took part in the contest and were judged by a panel of 350 experts of 40 different nationalities.

The "Concours Mondial de Bruxelles", which is the largest global event of its kind, was established in 1994 in Belgium and is yearly held in major European cities.

Always in 2013, at the "San Francisco International Wine Competition" contest, the Aurora Wine Cooperative won a gold medal thanks to its "Aurora Moscatel" sparkling wine.

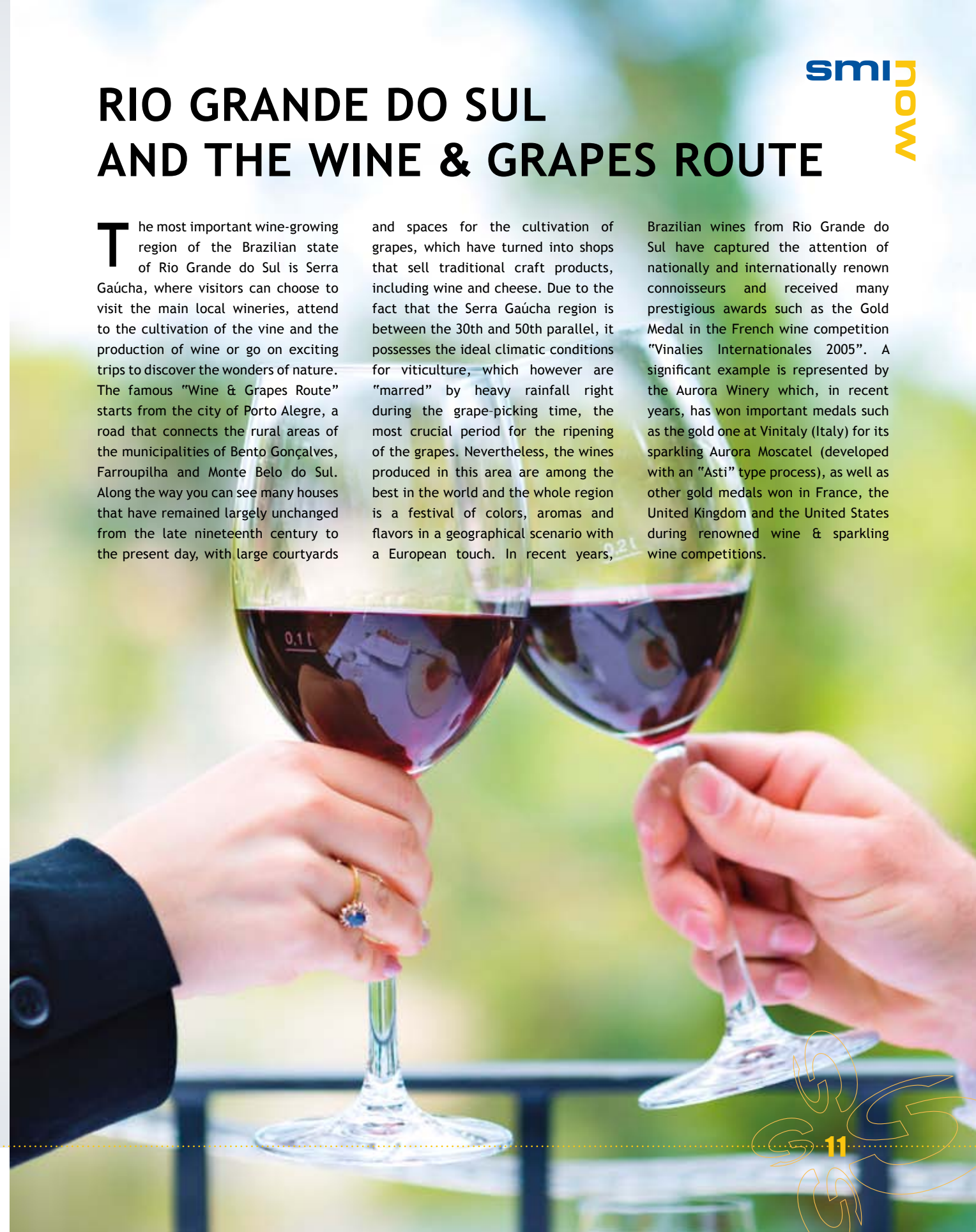


## RIO GRANDE DO SUL AND THE WINE & GRAPES ROUTE

The most important wine-growing region of the Brazilian state of Rio Grande do Sul is Serra Gaúcha, where visitors can choose to visit the main local wineries, attend to the cultivation of the vine and the production of wine or go on exciting trips to discover the wonders of nature. The famous "Wine & Grapes Route" starts from the city of Porto Alegre, a road that connects the rural areas of the municipalities of Bento Gonçalves, Farroupilha and Monte Belo do Sul. Along the way you can see many houses that have remained largely unchanged from the late nineteenth century to the present day, with large courtyards

and spaces for the cultivation of grapes, which have turned into shops that sell traditional craft products, including wine and cheese. Due to the fact that the Serra Gaúcha region is between the 30th and 50th parallel, it possesses the ideal climatic conditions for viticulture, which however are "marred" by heavy rainfall right during the grape-picking time, the most crucial period for the ripening of the grapes. Nevertheless, the wines produced in this area are among the best in the world and the whole region is a festival of colors, aromas and flavors in a geographical scenario with a European touch. In recent years,

Brazilian wines from Rio Grande do Sul have captured the attention of nationally and internationally renowned connoisseurs and received many prestigious awards such as the Gold Medal in the French wine competition "Vinalies Internationales 2005". A significant example is represented by the Aurora Winery which, in recent years, has won important medals such as the gold one at Vinitaly (Italy) for its sparkling Aurora Moscatel (developed with an "Asti" type process), as well as other gold medals won in France, the United Kingdom and the United States during renowned wine & sparkling wine competitions.



# A WELL DIVERSIFIED PRODUCT PORTFOLIO

The product portfolio of the Aurora Wine Cooperative is extensive and well diversified and includes more than 10 brands of still and sparkling wines popular in Brazil and abroad: Aurora, Marcus James, Conde de Foucauld, Clos des Nobles, Saint Germain, Maison de Ville, Casa de Bento, Keep Cooler, Mosteiro, Country Wine, Sangue de Boi, Frei Damião and Prestige. The Brazilian company also produces grape juice, the consumption of which

is on the rise. The Aurora Cooperative is headquartered in the city of Bento Gonçalves, which is considered the wine capital of Brazil, and every year about 42 million liters of wine, obtained from the cultivation of 2,650 hectares of land, come from the wine-cellar of its members.



# SMIFLEXI CASE PACKERS

## THE RIGHT TECHNOLOGY FOR THE WINE INDUSTRY



The wine sector is traditionally linked to the glass bottle, which requires a shock-and impact-resistant packaging for its distribution. Most of the main wine producers agree that the most suitable package for this purpose is the corrugated cardboard wrap-around box, which allows preserving the integrity of the bottles and their contents during handling and transport. In addition, this type of package is a great marketing tool because the sides of the box can be printed in full color, with graphic images that have a strong visual impact for advertising the product to effectively promote "brand-identity". The aforementioned protection of bottles against various types of impact, breaking and shock, ensured by the package made with the Smiflexi WP series case packers, can be further increased by means of cardboard separators.



These separators are inserted between one bottle and the other during the packaging process to protect containers and labels from abrasion and rubbing, which could compromise the quality of the package and, as such, its sale.



### THE ADVANTAGES OF WRAP-AROUND TECHNOLOGY

The innovative wrap-around packaging system allows the use of a single machine, the "case packer", to form the cardboard box and close the product inside it. Thanks to this system, Smiflexi packers of the WP series allow greater flexibility of use, high production speeds, improved stability of the produced packs and an optimal use of the space used for storing the packaging materials. The cardboard box is formed, through uninterrupted operation, around the group of containers to be packaged simultaneously with their grouping in the required collation, without making any machine stops. Hence the possibility of carrying out high speed productions up to 80 packs per minute, leading to an improvement in the efficiency of the entire line. Moreover, with the wrap-around system, various types of rigid containers can be packaged in different types of packs such as completely closed or semi-closed cardboard boxes, with or without pre-assembled cardboard separators between one container and the other, cardboard trays with rectangular and octagonal bases, trays with edges of the same height or different heights, and easy-opening boxes. Besides, with the option of customizing the graphical image on the sides of boxes and trays, the final package becomes a valuable promotional means for the marketed product and its brand, and is of strategic importance in attracting new consumers.

