

Experience *The Ned* in a can

The Ned is encouraging Kiwis to embrace the spirit of adventure with its new range of canned wines...

AWARD-WINNING NEW Zealand wine brand The Ned is launching its three top-selling wines in a new slim-line 250ml can format.

The new offering includes The Ned's celebrated Sauvignon Blanc and New Zealand's #1-selling Rosé and Pinot Gris. Siobhan Wilson, GM Sales and Marketing for The Ned, says the move comes from a desire to offer Kiwi consumers the option of their favourite wine in a format that is more eco-friendly and fits into their lifestyle.

"By choosing The Ned in a can, consumers not only enjoy premium wine in a modern, more convenient format but also contribute to a more sustainable future," says Wilson.

The Ned – making every moment special

As one of New Zealand's top-selling wine brands, The Ned has firmly established itself as a global brand, distributed in 33 countries and is recognised for its exceptional quality.

The new canned format speaks to The Ned's brand values of curiosity, independence and the desire to find joy and experiment.

Siobhan Wilson says the canned wines are the same exceptional quality that consumers have come to expect from The Ned. "The aluminium cans provide excellent protection against light and oxygen, preserving the wine's integrity and ensuring a fresh taste experience with every sip.

"This innovative packaging ensures that exceptional wine is always within reach, ready to elevate any moment."

The durable, lightweight can format simplifies logistics, making them ideal for stadiums, and large gatherings or events.



Sustainable and efficient packaging

The cans are produced by Visy, a leader in sustainable packaging solutions. Aluminium cans are infinitely recyclable, allowing them to be recycled repeatedly without losing quality. Visy recycles over 6,000 tonnes of aluminium annually, contributing significantly to environmental conservation.

The cans are lightweight and durable, reducing transportation costs and the carbon footprint associated with shipping. Their stackable design optimises storage space, benefiting both retailers and consumers.

To launch, The Ned single cans will be exclusively on offer at all Woolworths stores nationwide and selected event venues. Before the end of 2025 the cans will be launched market-wide and look to be available in singles and 4-packs.

Designed to appeal

The cans feature The Ned's iconic branding, utilising Visy's state-of-the-art digital printing technology. This ensures vibrant, high-quality visuals that stand out on shelves and attract consumer attention.

Siobhan Wilson says a range of promotional activity is planned around the launch, partnering with Woolworths. Once launched into the wider market,

"This innovative packaging ensures that exceptional wine is always within reach, ready to elevate any moment."

- Siobhan Wilson, GM Sales and Marketing, The Ned.



Marisco's intent is for The Ned in a Can to be the hottest thing summer 25/26 will see, and the drink of choice for holidaymakers and partygoers alike.

New opportunities for venues

The Ned 250ml cans present opportunities for venues to offer a world-renowned, award-winning wine in a format that enhances service efficiency and reduces waste.

Perfect for on-the-go enjoyment, the durable, lightweight can format simplifies logistics, making them ideal for stadiums, and large gatherings or events like festival and concerts.

The new range has already debuted at the ITF World Tennis Tour in Timaru in mid-February and will be available at Crusaders' Super Rugby games at Apollo Projects Stadium in Christchurch.

A new choice for consumers

The team at The Ned are excited to launch the innovative new canned wines, which align with the growing demand for eco-

friendly packaging without compromising on quality.

Not only are they looking to launch these in New Zealand, but have their sights set on the rest of the world too.

"All of our overseas markets are crying out for new packaging formats with sustainability in mind – we can't wait to show our partners the new cans," says Wilson.

The slimline can design offers effortless portability, allowing wine enthusiasts to enjoy The Ned wherever life takes them.

The Ned in a can

Varietals available:

- Sauvignon Blanc
- Pinot Gris
- Rosé

250ml can available in 24-can carton initially for the trade. 4-packs launched for summer 25/26.

© The Ned is distributed by Lion NZ.