

# Breaking News

## SYDNEY BASED INNOVATOR WINS \$100K GOVERNMENT GRANT FOR SUSTAINABLE WINE PACKAGING

### Renewables & Low Emissions

Seven Hills NSW- BRAVU, a Sydney based business led by founder, owner & operator Simon Vassallo, has been awarded a \$100k government grant under the BRII: Renewables & Low Emission round. The funding will propel our mission to develop sustainable, recyclable wine pouches that are set to transform the Australian wine industry.



Bravu is an innovative and proud Australian company that specialises in industrial packaging solutions including automation machinery and consumable packaging with focus on sustainability and functionality. Bravu has over 10 years experience working with industry leading eco-friendly solutions that align with Australian circular economy goals.

Collaborating with Wine Not the Brand and its founder Katharina Cser-Mostyn (recently a successful shark tank entrepreneur) who brings extensive experience & expertise from the wine industry, our partnership is ready to change the landscape of traditional wine packaging.

Bravu is proudly working with Wine Not the Brand to set new benchmarks for sustainable wine packaging, supporting Australian producers & reducing the industry's carbon footprint.

# MILESTONE

This grant is a milestone for both Bravu and Wine Not the Brand. The \$100,000 grant represents the feasibility phase of a larger \$1.43 million funding initiative aimed at advancing sustainable packaging options for Australian wines. Bravu and Wine Not the Brand aim to secure the additional funding as they continue their research, with the ultimate goal of scaling production and delivering game-changing packaging solutions for the Australian wine industry.

The feasibility phase will support partnership with Affinity Labs at the Australian Wine Research Institute, where the packaged wine will undergo rigorous testing to ensure our pouches are able to preserve the wine quality while meeting Australian packaging covenant organisation (APCO) sustainability standards. Testing will cover attributes including chemical composition, Sulphur dioxide levels, turbidity and sensory evaluations.

Our concept includes spearheading the design and manufacturing of the pouches, which will use advanced and preferred materials including post-consumer recycled plastics, exploring consumer friendly design as well as material composition to enhance recyclability in alignment with current capabilities in Australia.

Bravu and our partners at Wine Not the Brand are excited about the steps ahead and the positive changes our sustainable packaging can present as an eco-friendly option for the wine industry.

Stay tuned. Updates to come.....