



Exceptional work for ultra-premium winery



^ Press kit and vineyard map

Business

New, ultra-premium winery in the Dundee Hills of Oregon

Audience

Nationwide wine brokers, distributors and retailers; fine dining restaurants; wine industry media

Challenge

Introduce new winery to reseller audiences and media to gain immediate recognition of the high quality and premium status of the wine. Materials must be easy for winery staff to update

Strategy

Create unusual format with strong graphic presentation for brochure and press kit, incorporating visual elements from product labels. Press kit is a substantial portfolio that can be easily updated with photo CD and folders to hold the latest news releases

Results

New marketing materials brought in immediate sales, gained industry accolades, won design awards



^ Brochure cover and internal spreads

AWARDS Gold Davey Award (2005)