

# Grapefruit Designs

## New Package for Afrodita

Set up in 1969 at Focsani, Vinexport is currently the fifth biggest wine producer in Romania. In autumn 2007, the company decided to re-launch a range of sparkling wines and turned to Grapefruit for package design consulting.

### Style and elegance

Vinexport wished to create a new brand, which would intersperse the wine specific tradition and style with the elegance of the new product and high satisfaction of customers' particular tastes.

Grapefruit designed the packaging for three assortments-medium dry, strawberry and peach flavoured. The process meant to refresh a former Vinexport brand of sparkling wine, highly successful during the 90s, at the most opportune moment for both the product per se, as winter holidays account for the highest consumption of sparklers, and for Vinexport's strategy, which aims at adding competitive brands to its current portfolio.

### Market share increases to 5%

Given the market context of sparklers, where winter holidays account for 60% of total annual sales, newcomer Afrodita reached a 5% market share (pertaining to sales volume) in only two months, marking a very important success for the brand.

