

FOR RELEASE

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Grapefruit Hits the Books for Vinexport

Bucharest, November 29, 2007- Branding consultancy Grapefruit provided services of brand strategy, naming and package design for the newest rage of catering bag-in-box wines launched by Romanian producer Vinexport.

Grapefruit started collaborating with Vinexport in autumn 2007. For this project- the first of many yet to come-Grapefruit aimed mainly at creating a brand which would combine the wine-specific tradition with the innovation and benefits of a bag-in-box container. The clear market differentiation of the products was a prerequisite. Hence, the new wine brands were allusively named “A Midsummer Night’s Dream with Royal Feteasca” and “The Merlot Code”, whereas the package design supported the brand identity by rendering the image of an old book. The concept meant to modernize perceptions on bag-in-box wines.

Vinexport Marketing Director Angela Mares states: “We wished for a unique package design that would clearly target Romanian *readers*. We believed the book concept forwarded by Grapefruit was absolutely brilliant and the names naturally ensued afterwards.”

“Building product brands for the wine industry is truly challenging because of the harsh competition posed by local producers and by foreign brands from the more traditional wine-producing countries (France, Italy, Spain). This is why the concept behind the brand names and package design intends to strongly differentiate these products from the competition and to further advocate a set of values important for the consumers of a good quality wine”, says Grapefruit Chief Creative Officer Marius Ursache.

About Vinexport

Set up in 1969 at Focsani, Vinexport is currently the fifth biggest wine producer in Romania.

About Grapefruit

Grapefruit is a Romanian branding consultancy, with offices in Iasi and Bucharest. The Grapefruit portfolio holds more than 100 clients in 13 countries on 4 continents, including Antibiotice, Pfizer, Dacia, Vodafone, Banca Transilvania, OTP Bank, British Council. Grapefruit was the most widely nominated and awarded Romanian agency at this year's editions of Rebrand 100 (USA), Identity: Best of the Best (Russia) and Pentawards (France).

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