

FOR RELEASE

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Grapefruit Wins Bronze Medal at Pentawards, the International Competition for Packaging Design

Bucharest, November 3, 2008—Grapefruit was awarded the Bronze Pentaward at the competition's 2008 edition for the packaging design of Vinexport's bag-in-box wine range. The Pentawards jury comprised international experts in packaging design from either agency or client side, such as Danone.

Grapefruit understood the client's objective to create a new brand that would combine the wine-specific tradition with the innovation as well as stock and use benefits of a bag-in-box container. Subsequently, the Grapefruit team followed a strategic direction meant to clearly differentiate the products in the marketplace. At the creative level, the new products were allusively named "A Midsummer Night's Dream with Royal Feteasca" and "The Merlot Code", whereas the packaging was designed to support the brand identity by rendering the image of an old book. The entire concept meant to modernize perceptions on bag-in-box wines.

"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 Pentawards

[Pentawards](#) is the first and only worldwide competition exclusively devoted to packaging design.

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 and

Realitatea-Catavencu. Grapefruit was the most widely nominated and awarded Romanian agency at Rebrand 100 (USA), Identity: Best of the Best 2007 (Russia) and Pentawards 2007 & 2008 (France).

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