

FOR RELEASE

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Grapefruit Wins Award for Rebranding Afrodita

Bucharest, March 4, 2009—Grapefruit wins Notable Award at this year's edition of ReBrand 100® Global Awards for designing the packaging of Afrodita (Vinexport).

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.

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.

About ReBrand 100®

The [ReBrand 100 Global Awards](#) recognize the world's most effective brand transformations: the repositioning, revitalizing and redesign of existing brand assets to meet strategic goals. Organized by ReBrand™, the only source for case studies and programs on effective brand transformations, ReBrand 100 is juried each year by a prominent, multidisciplinary, international panel.

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) 2007, Identity: Best of the Best 2007 (Russia) and Pentawards 2007 & 2008 (France).

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