

MAR DE FRADES

ALBARIÑO ATLÁNTICO

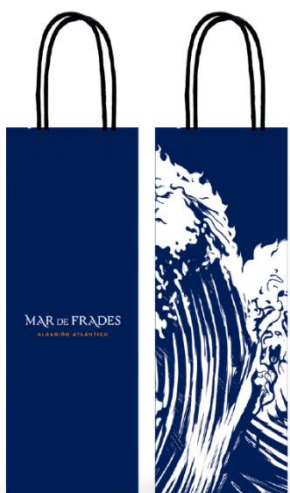
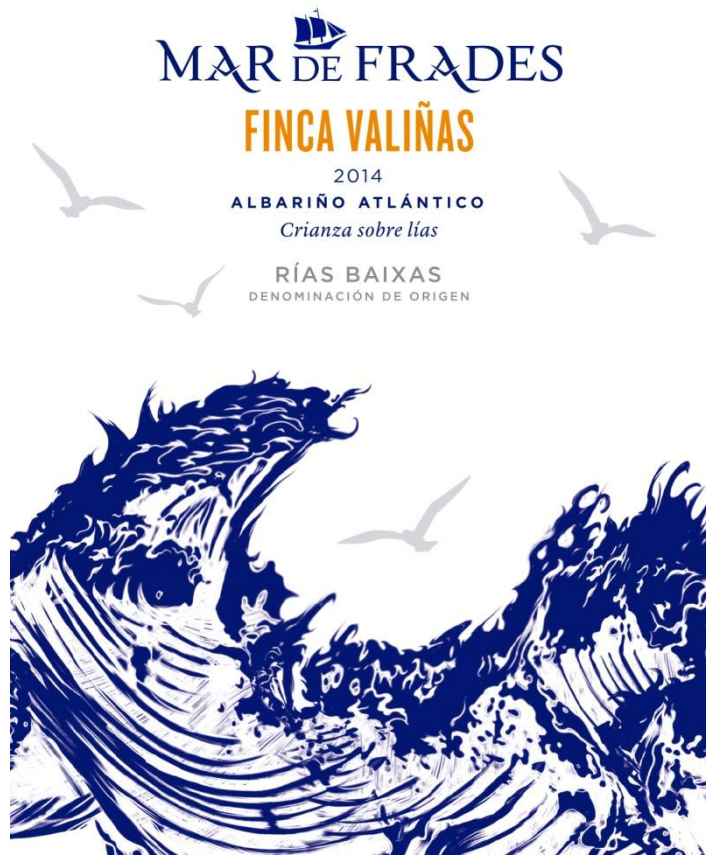
MAR DE FRADES FINCA VALIÑAS LAUNCHES ITS NEW VISUAL IDENTITY



Madrid, 10 Octubre de 2017.- Mar de Frades Finca Valiñas is wrapped in the Atlantic Ocean to show its unconquerable personality with the delicate character of the most exclusive wine of the winery. The new Packaging of Mar de Frades Finca Valiñas transmits with sensitivity every detail of the wine: its strength and Atlantic character, the complexity and fineness of an aged wine and the silkiness of the lees contact.

Mar de Frades Albariño started this change of corporate identity with the presentation of the New Packaging in May 2016, and now it comes the second step with Mar de Frades Finca Valiñas. The label presents the Atlantic Wave that represents the identity of the winery, its roots and innovative character, and it also maintains the boat thermochromic ink on the front label that advertises the appropriate temperature of wine consumption.

The project also includes a new corporate identity, its architecture and brand platform and that will be completed with the presentation of the third Mar de Frades wine at the end of the year. A collaboration of different agencies have defined the brand strategy and the agency Moruba has materialized it in a Packaging that perfectly meets the creative needs. Moruba, a creative boutique agency founded by Daniel Morales and Javier Euba, has created a solid concept that leverages the new reality of the brand by synthesizing the strategy and translating the new graphic universe into the packaging.



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