

## Finca Los Hoyales, Best Alternative Wine Packaging at Drinks International's Wine Design Challenge 2017

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Finca Los Hoyales, the most exclusive wine from Cruz de Alba winery, has obtained the highest distinction in the last edition of the **Drinks International Wine Design Challenge 2017**.

Design is undoubtedly a key element in the success of a wine, helping to convey its positioning and image. **Finca Los Hoyales**, from Cruz de Alba boutique winery in Ribera del Duero, keeps achieving international prestige in that sense.

After "Harpers Design Trophy" obtained last year, this wine has just achieved the '**Best Alternative Wine Packaging Design**' at the Wine Design Challenge 2017 organized by prestigious British magazine "Drinks International", which highlights most innovative designs in wines from around the world.

The jury, comprised of wine critics, graphic designers, art directors and other experts, highlighted the unique design of its label and bottle, which transmits brand identity in a differential, original and creative way.

Finca Los Hoyales is thus not only a premium wine for its content, but also for its bottle, burgundy style and robust, with a tag of natural color with an illustration with the simple gesture of two hands that offer the soil.

A gesture with which winemaker Sergio Avila transmits his respect for nature and the search for balance with the

environment as a way of life: "*directly from the vineyard to you*".

