

El Esteco de Cafayate

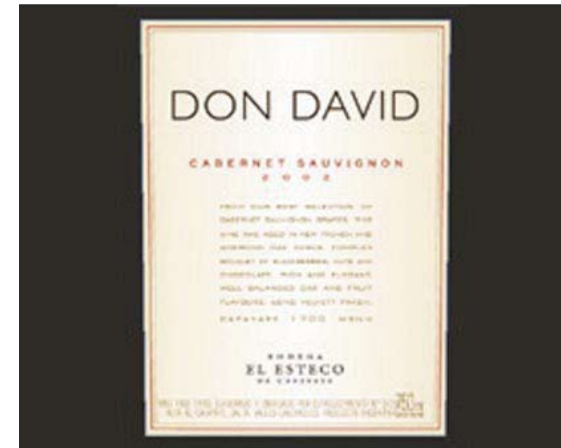
Dual climate wines

When an exclusive winery from Cafayate decided to expand its international business, they called FutureBrand to develop a brand strategy able to drive their actions closer to realizing this goal.

While respecting their rich history and entrepreneurial profile, the winery had to adopt a new name that would allow it to focus their efforts towards the creation of “alta gama,” wines both for internal and external market. El Esteco de Cafayate was born, with a positioning strongly anchored in the winery’s unique terrain. This was the key to the new concept introduced to the market: ‘the dual climate wines’, which is based on the pronounced differences in the winery’s thermal geography –the secret of this wines intensity.

FutureBrand also redesigned the packaging for the winery’s existing wines –Don David and Altimus. And in order to complete its portfolio, FutureBrand created positioning, names, visual identities and packaging for two new wines: Ciclos and Elementos.

Date: 2003/2005
Office: Buenos Aires



FutureBrand

