



» Bazzini Looks to One-Liter Bottles And Traditional Labels for Intrigue

The Bazzini Wine Merchants' original idea was to bottle everyday table wines for the U.S. produced in the region of Lombardia, Italy, where the extended family is from. The owners knew it would be a challenge since the traditional varietals there are new to the American consumer.

In the early 1900s, brothers Carlo and Ernesto Bazzini cultivated their first "vigneti" on the picturesque slopes of the Oltrepo Pavese in the region of Lombardia, Italy. Bazzini wines were initially sold in "damigiane" 50-liter jugs and transported 20 miles by horse and carriage to the nearby city of Pavia where the locals appreciated the simplicity of these family-style wines. Nearly a century later, their legacy continues and Ernesto's grandson, Paul, imports these same varietals from the towns of Canneto Pavese and Rovescala.

Through interviews with retailers, Bazzini discovered that the one-liter bottle was an unexplored sector. So early on in their package design development, they committed to the larger size bottle. The also felt that the 1915 family photograph on the Barbera variety was perfect for that label. It is both retro and yet traditional, with a quirky, gangster feel, and family-member Guglielmo Bazzini appears in the photo at the far left. The winery has received great response from wine-lovers who now recognize the label immediately.

Since 2006, Bazzini has sold over 250,000 bottles of one-liter bottles nationally, and have expanded the line to over a half-dozen varieties. The Il Torchio Rosso Supremo variety features a swing cap inspired from the bottles in the 1915 photograph on the Bazzini label. The vintage photograph clearly depicts the men enjoying wine from these swing cap bottles. A hangtag gives additional information regarding the wine as well as encourages the consumer to reuse the empties and "be creative."



» Bailey Brand Consulting Relaunches Twinings Packaging and Website

Bailey Brand Consulting, a strategic branding consultancy and design firm in Plymouth Meeting, PA, has redesigned the Twinings premium Flavoured Black and Chai Tea brands, better communicating their premium image and realigning their packaging with updated brand positioning. For 300 years, Twinings has been at the forefront of the tea trade—influencing tea-drinking habits and helping to shape an industry and a culture with its tradition of excellence and innovation. While the brand had these important assets, research showed its packaging was dated and lacked taste appeal.

Given Twinings historic brand equity and shifting consumer preferences, Bailey saw an opportunity to relaunch its Flavoured Black Tea and Chai brands by contemporizing package graphics, creating greater differentiation on the shelf, capitalizing on category and consumer trends, and enhancing both brands' taste appeal.

"We believed there was an opportunity to leverage the Twinings brand assets and strengthen its consumer appeal through more modern graphics that appealed to consumer taste and expectations," said Christopher Bailey, president of Bailey Brand Consulting.

Bailey conducted extensive brand positioning and consumer research to analyze each aspect of consumers' desires, finding that consumers seemed most interested in taste, aroma, and the health attributes of antioxidants. Research also showed that consumers chose Twinings tea over a competitor due to the company's product expertise and delicious flavors.

"We now have the right consumer proposition, the right blends and the right packaging to attract new specialty tea consumers to Twinings," says Karen Maroli, marketing director at Twinings, North America. "I believe our new and expanded flavor assortment, combined with our new package design, will enable Twinings to ultimately achieve the number one market share position in the flavoured black tea segment."

Brand graphics were carried through on the new Twinings USA website, which features a highly functional and easy-to-navigate design. The eCommerce site now sells products in an easy-to-use and seamless manner, visually integrated with the overall site. The company history section is very interactive, engaging to read and simple to navigate from decade to decade. And finally, a unique "Tea Explorer" section that allows visitors the opportunity to create or discover their "personal tea profile" to assist them with product selection. ■