

Freixenet

Tapeña

New Brand Development

### Challenge

Freixenet wanted to create a new Spanish wine brand for the U.S. market priced at \$8.99. Our task was to develop a profile, image and package that would help this new brand cut through a sea of wines competing in the same price segment.

“Coming into a crowded category, we needed to make a strong statement quickly. That’s why we chose CF Napa. We’ve worked with them in the past and always found their designs to be contemporary and fresh without sacrificing a quality impression. Their work on Tapeña was especially impressive. The packaging has layers of complexity and the core quality cues that resonate with our target consumers. They also created POS, advertising and website materials that were strategic, consistent, realistic and within budget.”

David Brown, VP Marketing & Advertising  
Freixenet USA



### Solution

Spain is perceived by most Americans as a seductive mix of sun, fantasy, social vibrancy, creativity, Tapas bars and leisure time. Our first step was to come up with a name and design that conveyed the concept of “The Good Life.” We settled on Tapeña, a beautiful-sounding moniker that combines Tapas (appetizers or small dishes) with Peña (a small club or tight group of friends). We then created label’s fork icon, an evocative illustration reminiscent of the handwritten, chalkboard specials found in Tapas bars from Seville to Barcelona. Once the package was complete, we created POS and advertising campaigns and worked with their website provider to ensure that the brand’s key design elements were incorporated in all support materials and communications.

### Marketplace Results

Tapeña was launched in 2008 with more than 50,000 cases shipped in the first 16 months and placements in more than 25 key retail chains. In 2009, depletions were up 20%, an impressive achievement given the economic climate and the number of new Spanish wine brand entries into the category. In terms of creating marketplace buzz, more than a quarter of a million people have visited the company’s website. In 2010 the sales trend continued with Tapeña ranking in the top ten per volume Spanish Table Wines and an increase of on-premise placements by 200 new accounts.