

Cecchetti Wine Company

Redtree
Brand Repositioning

Challenge

The Redtree brand was initially introduced into the market March 2007 by Cecchetti Wine. While the price point of \$7-10 was received enthusiastically by the trade, sales began to decline rapidly shortly after the launch. The feedback from key accounts was that the packaging was too dark and ominous.

“You aren’t given many second chances in the wine industry to introduce a new brand, but CF Napa gave us that chance with their redesign of the Redtree packaging.”

Roy Cecchetti, Owner
Cecchetti Wine Company



Old Design



Solution

CF Napa Brand Design established a completely new positioning for the brand. The brand would leverage its premium California appellation and be friendly, approachable and authentic. The redesign of the Redtree packaging took inspiration from “mom and pop” fruit stands found along so many of the California’s roadsides. The simple red and cream design is brighter, fresher and makes use of a modern vertically orientated label that features an iconic oak tree for easy consumer recognition and recall. Embossing and a textured, toothy paper help reinforce the brand’s natural goodness, while all varietal specific information is located on a separate red strip at the base of the bottle for ease of shopping.

Marketplace Results

Re-launched in new packaging in 2008, sales of Redtree quadrupled from 2007 growing to 80,000 cases shipped. Despite the difficult market, Redtree grew significantly in 2009 with sales increasing an incredible 36% to 109,000 cases shipped. In 2009 Redtree was also awarded ‘Hot Prospect Brand’ by Impact & Market Watch and ‘Growth Brand’ from the Beverage Dynamics. The growth and awards continued in 2010 with more than 130,000 cases shipped and both awards, ‘Hot Prospect Brand’ by Impact & Market Watch and ‘Growth Brand’ from the Beverage Dynamics, received again. In 2011, the brand shipped 142,000 cases and again received the ‘Rising Star Award’ by Beverage Dynamics.