

Tapeña

Grab a Fork! A Spanish Wine's Recipe for Success.

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.

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 the 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.

CLIENT

Freixenet Spain

COUNTRY

Spain

PROJECT SCOPE

Naming

Logos

Packaging

Marketing

Tapeña

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MARKETPLACE RESULTS

The results were astonishing. Tapeña was launched in 2008, and more than 50,000 cases were shipped in the first 16 months, with placements in more than 25 key retail chains. Within a year, more than a quarter of a million people had visited the company's website, and by 2010 Tapeña ranked in the top ten per-volume Spanish Table Wines. Today, Spanish wines remain one of the hottest sectors of the market, and Tapeña is not only one of the fastest growing Spanish brands in the U.S., it is also enjoying growing popularity internationally. In terms of creating marketplace buzz, more than a quarter of a million people have visited the company's website. In 2010 and 2011 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.

“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 Business Development
Freixenet USA

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Freixenet Spain

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