

BIANCHI

ORGANIC

WINERY VISION



To be one of the most world-renowned Argentine wineries, honoring our family identity and the oenological quality. We want to build the future with the passion and commitment of our collaborators in order to deliver value to consumers and the entire company ecosystem in a sustainable and continuously innovative way.

BRAND PILLARS



Commitment

Roots

Purity

Sustainability

Innovation

Harmony



BRIEF - WHY?

To further strengthen Bodegas Bianchi portfolio in a highly competitive price segment (SRP USD 12,99-14,99) for the Argentine category in USA, leveraging a differentiating and growing attribute such as the organic wines.

Our aim is to incorporate a distinctive line into the portfolio, with a fresh, fun and contemporary style, connecting with the needs of young consumers seeking healthy products in harmony with the environment.



BENCHMARK - ARGENTINA



PORTFOLIO

Íconos

Enzo Bianchi

BIANCHI
Particular

Premium

GRAN
Famiglia
BIANCHI

Famiglia
BIANCHI

FAMILY WINEMAKING
BIANCHI ↔
San Rafael Oeste Sur

BIANCHI
ORGANIC

Vinos Jóvenes

ELSA
BIANCHI

Frizzante

NEW AGE



PORTFOLIO

Icons



Premium



Organic Wines

Young Wines



Frizzante



BRAND PROPOSAL

BIANCHI
ORGANIC

To be the young organic range of wines from Bodegas Bianchi that connects to consumers who foster the care for nature, its purity and the passion for enjoyment. We want to be part of the search for both inner balance and with the environment.



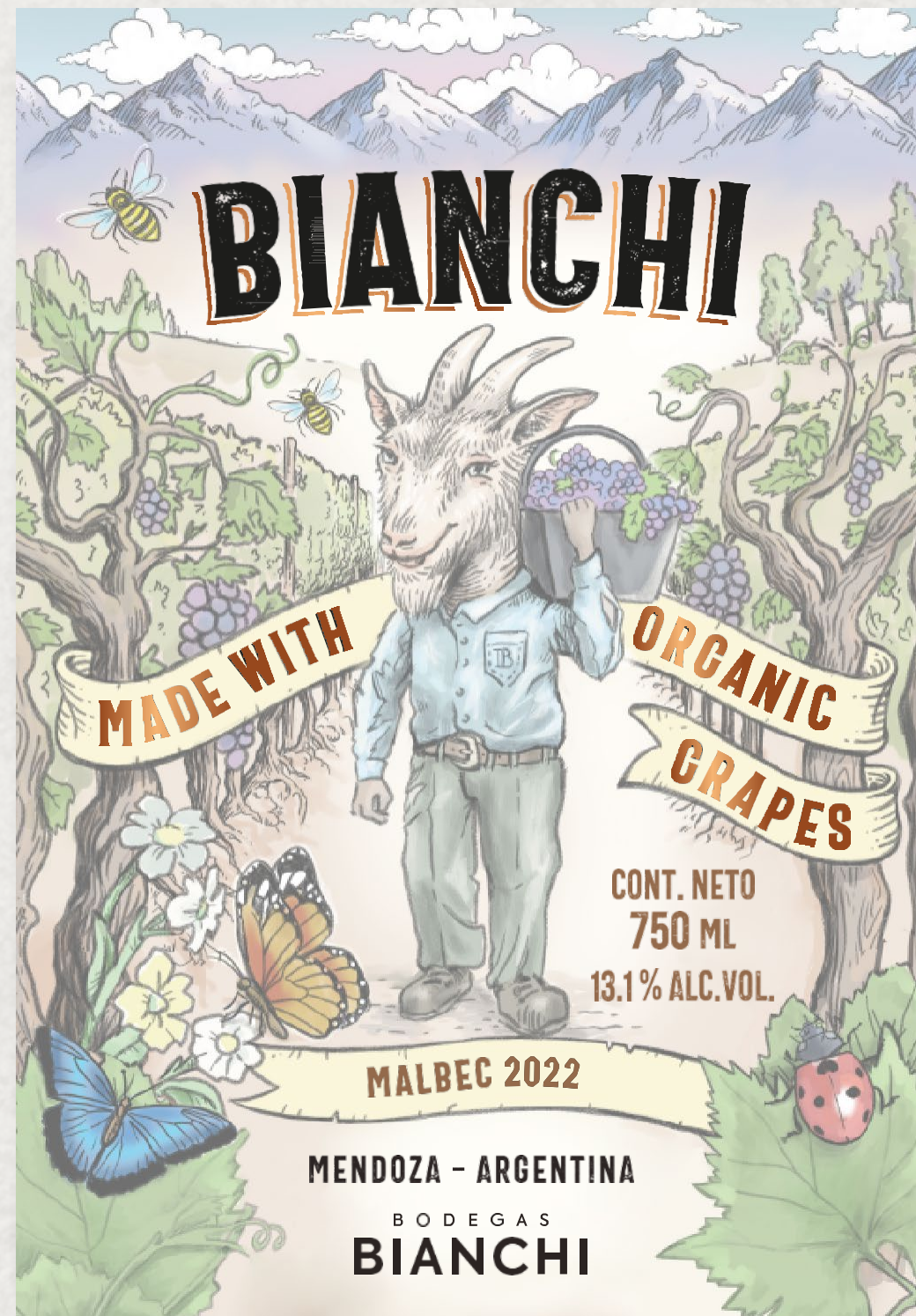
STORYTELLING

Connecting with nature, we returned to our roots and made this wine that is born from a natural soil. There, in the mountains of the south of Mendoza, lives an animal that we chose as a symbol of our respect for biodiversity and wildlife: the goat.

This commitment with the environment is essential to grow the organic grapes that inspire this wine: full of fruit and flower aromas, with a vast fresh and mineral flavor.



LABEL DESIGN



Respect for soil and biodiversity

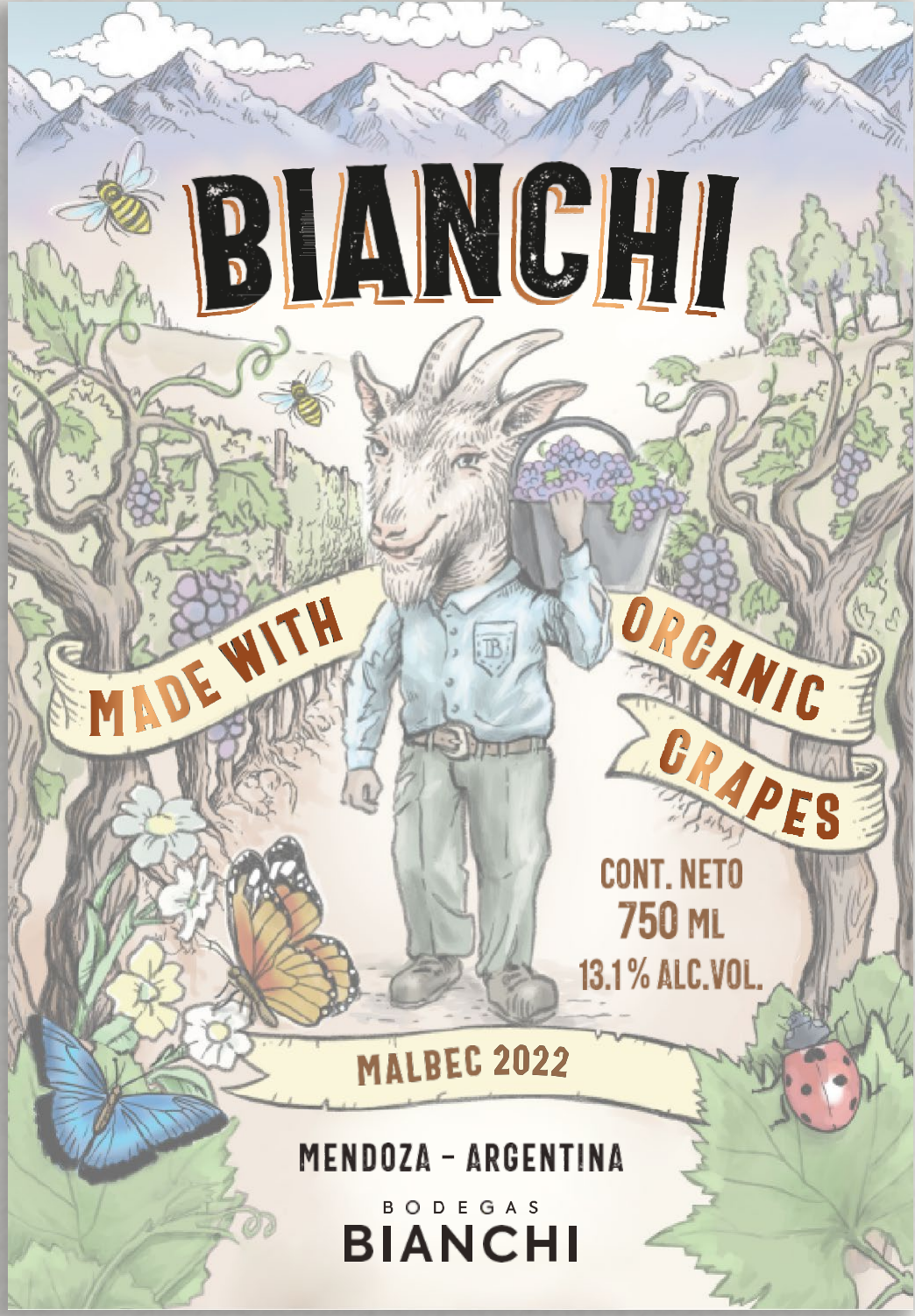
Reinforcing the organic agriculture and pure nature concepts, we created characters based on a typical species from the south of Mendoza: the goat. The goat appears as caretaker and guardian of the vineyards within a mountain and vines landscape, thus achieving a relaxed and current visual tale.

The illustration also depicts insects, butterflies, bees, ladybugs that live in agrochemical-free vineyards, another element that reinforces the organic wine concept.

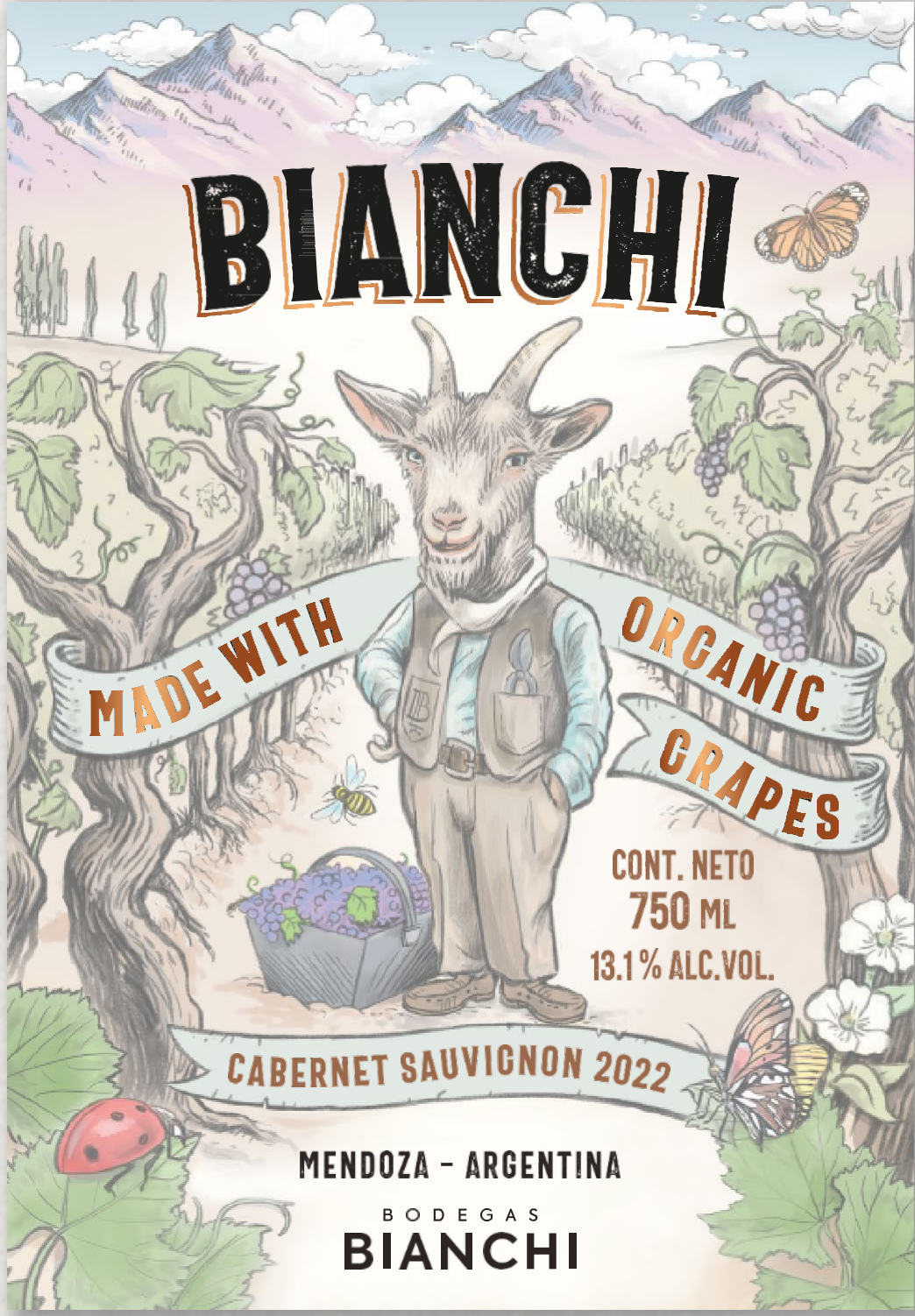
We show a healthy vineyard with all species living in harmony and a thriving biodiversity.



PRODUCT - FRONT LABEL



MALBEC



CABERNET SAUVIGNON





PRODUCT - BACK LABEL


BIANCHI
MADE WITH ORGANIC GRAPES
PRODUCT OF ARGENTINA
MALBEC

"In the southern mountains of Mendoza, where all species coexist in harmony, lives the goat. We chose this animal to represent our commitment to the environment.
From natural soils, healthy vineyards, and a thriving biodiversity, comes this organic wine a Malbec that speaks to our unique terroir."

Produced and Bottled by: Valentín Bianchi S.A.C.I.F. Est. K-72391 K-87503.
Ruta Nac. 143 y Valentín Bianchi. San Rafael, Mendoza. Producto de Argentina.
Certified Organic by ECOCERT.
Red wine. Ingredients: Organic grapes. **CONTAINS SULFITES.**
Vino Argentino. Bebida Nacional.
IMPORTED BY: **QUINTESSENTIAL LLC**, NAPA CALIFORNIA.
www.quintessentialwines.com

GOVERNMENT WARNING:(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.


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MALBEC


BIANCHI
MADE WITH ORGANIC GRAPES
PRODUCT OF ARGENTINA
CABERNET SAUVIGNON

"In the southern mountains of Mendoza, where all species coexist in harmony, lives the goat. We chose this animal to represent our commitment to the environment.
From natural soils, healthy vineyards, and a thriving biodiversity, comes this organic wine a Cabernet Sauvignon that speaks to our unique terroir."

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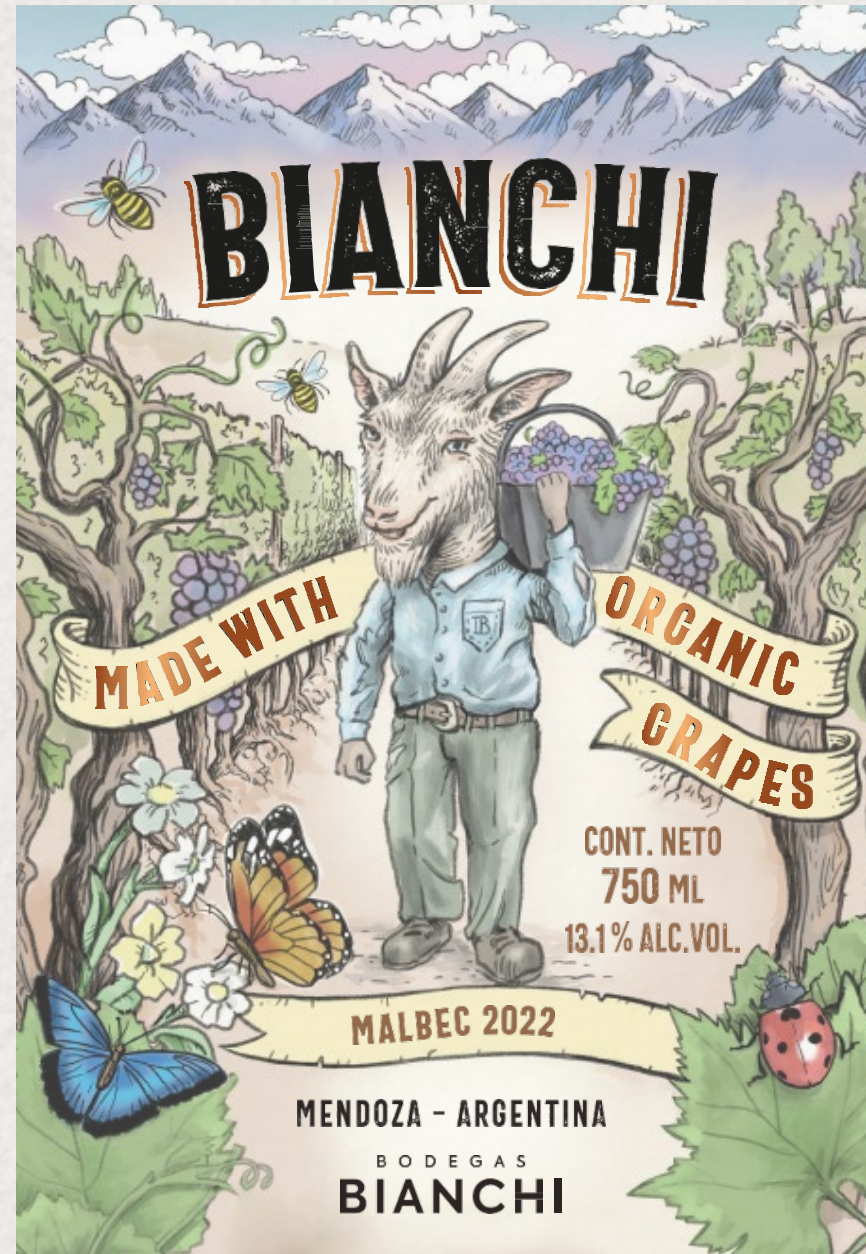
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CABERNET SAUVIGNON

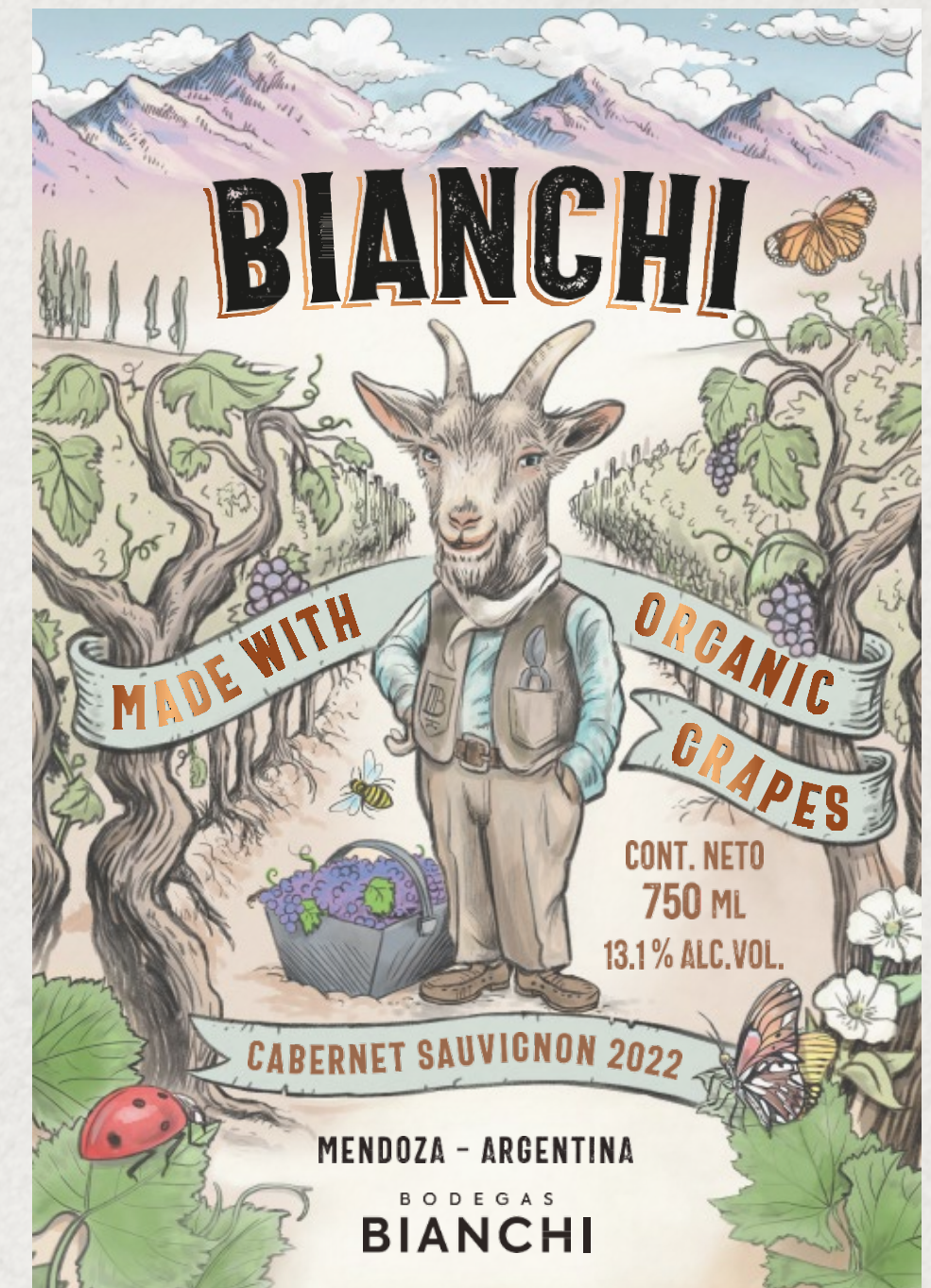
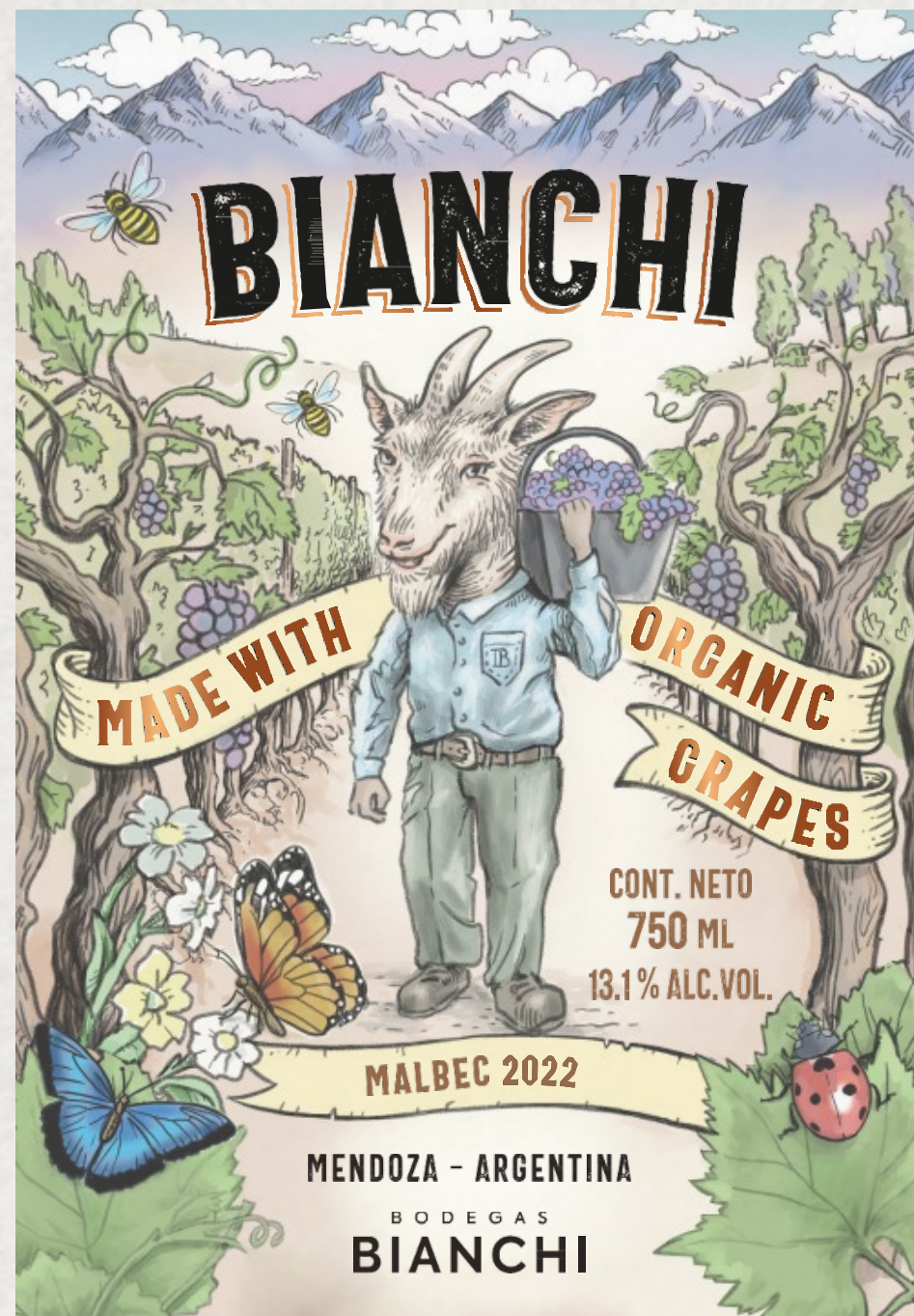


PRODUCT

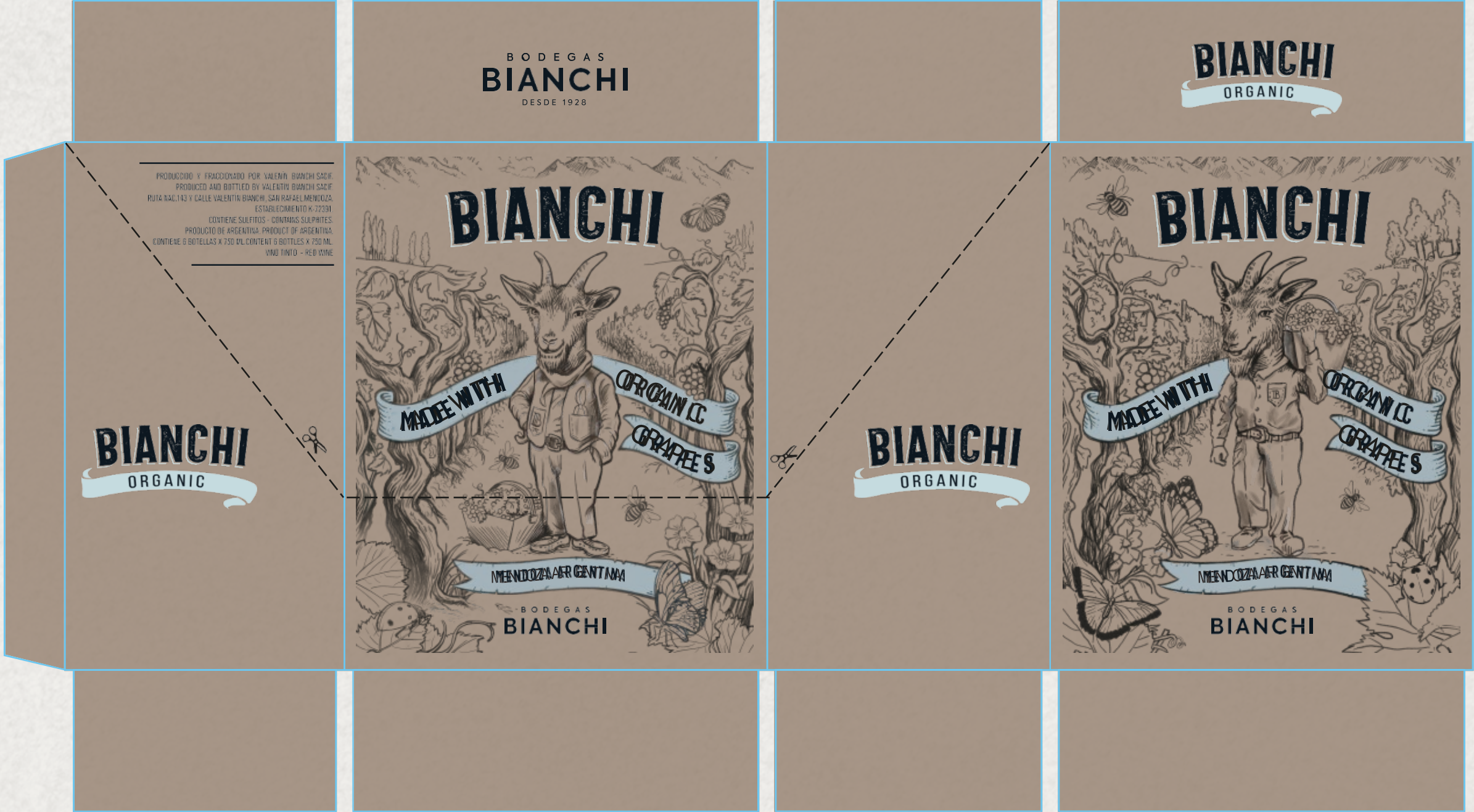
- Self-adhesive label
- Screw cap
- Conic low with punted



PRODUCT



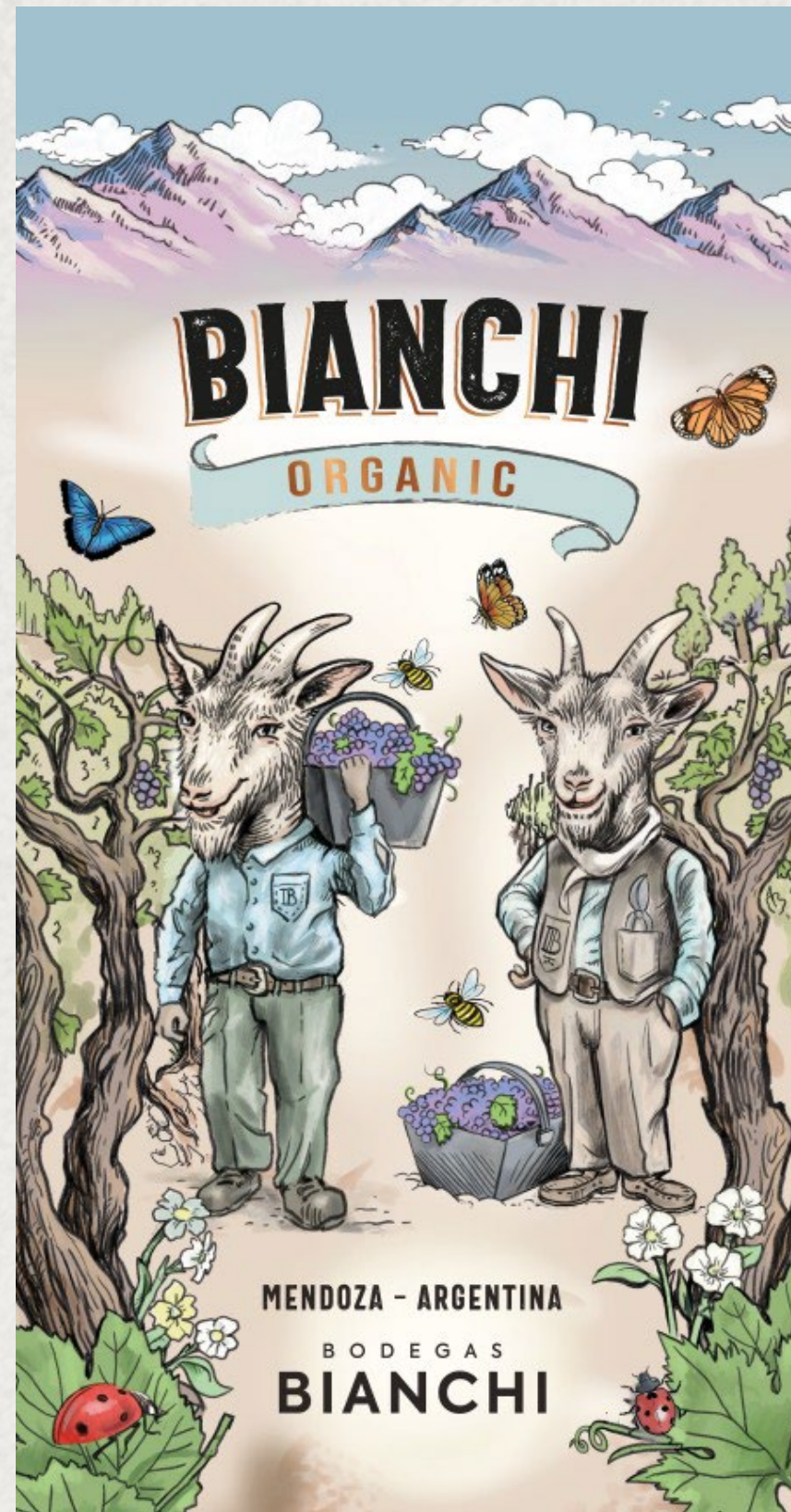
PRODUCT - OUTER CASE



*Available 6x750 - 12x750



BACKLIGHT



BODEGAS
BIANCHI
DESDE 1928

DESIGN – BENCHMARK



BIANCHI

ORGANIC



BODEGAS
BIANCHI
DESDE 1928