

# CASE HISTORY:

## Wine Producer Branding Calendar

### Fast Facts:

- Recipes with wine pairings featured each month.
- Tempting images of food and wine.
- Elegant design appealing to food and wine enthusiasts.
- Brand's logo featured each month.

### Summary:

In a crowded market, visibility can mean the difference between success and failure for a brand. This is especially true in the wine market, which has seen renewed interest from consumers and an increasing number of labels emerging every year.

This winemaker used a 12-month calendar, filled with images of food and wine, delicious recipes, and signature branding elements, to reach out to wine buyers for an entire year.

The winemaker mailed calendars to current and potential distributors, who could then give them to liquor stores to display or distribute to customers. Visitors to the winery could also purchase the calendar, with a portion of the proceeds benefiting a local charity.

