

## Packaging expertise on your doorstep

John Emery, Creative Director of REB Design and one of Australia's leading branding and packaging specialists (with clients such as Yalumba, Swan Brewery Company, Lion Nathan and Goundrey), will be touring the South West in early October 2003, bringing his expertise to regional wine growing communities.

As part of the Wine Industry Association of WA's Roadshow seminar, John will be presenting on the issue of having your product stand out on a crowded shelf, amidst some pretty fierce competition.

Distributors and marketing agents will tell you that the visual impact of your wine at the point of purchase will be one of the

main differentials. John's presentation will focus on the creation and maintenance of unique brands that equate to business success.

Some of REB's recent success stories are outlined in this newsletter

(click on the images below for more details).



**BERRY FARM - CAHOOTS**



**NEW NORCIA - NUTCAKE**



**3 DROPS - WINES &  
EXTRA VIRGIN OLIVE OIL**



**YALUMBA - RINGBOLT**



**DANDARAGAN ESTATE -  
EXTRA VIRGIN OLIVE OILS**

A TIMELY UPDATE FROM REB



## Berry Farm – Cahoots

'Cahoots' is The Berry Farm's most recent development. Whilst their other product ranges have followed a more traditional style, Eion and Andrea Lindsay wanted to produce a more contemporary range of condiments, targeted to a younger and more sophisticated target market.

REB developed the name, Cahoots, and innovative, hole-punched packaging style,

ensuring that any physical labelling and machining issues were fully resolved.

It's early days yet in terms of sales figures, however, there has already been significant international interest in the products, and when David Jones buyers first saw the range, they were so impressed they wanted to launch it themselves!



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## New Norcia – Nutcake

Nutcake had been on the market for 8 years, however, sales were falling away, so New Norcia Bakeries' Kingsley Sullivan and Mark Young decided to take a risk and have their product repackaged.

REB wrote enticing and appealing copy to hail the main ingredients (almonds, hazelnuts and pecans), and developed a proprietary physical pack with strong point of sale shelf presence.

Within two months of the relaunch, Nutcake sales had increased by a whopping 30% and orders were up to record highs. Within six months, New Norcia Bakeries' staff levels have been doubled to meet national and international demand.



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## 3drops – Wines & Extra Virgin Olive Oil

Established on the family farm in Mt Barker, the idea was to produce fine wines and olive oils, irrigated from pristine natural waters on the property.

REB assisted John and Joanne Bradbury to develop the name 3drops (for the three precious liquids, wine, oil and water) and a packaging style to resonate with a contemporary, urbane demographic.

From the outset this has aided the distribution of the wines, sold in restaurants and fine liquor outlets Australia wide, and the products have been picked up by a national distributor.



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## Yalumba – Ringbolt

Only just recently released, this 'single offer' red wine brand was developed for Australian distribution and for export to EU and USA markets.

In order to create a strong brand 'culture' that was uniquely Australian and specific to the Margaret River region, we drew on local history and geographical influences.

We developed the name, Ringbolt, and positioning statement, "hold them fast, work them hard, build a heritage", to reflect the brand culture, and then packaged the product for broad national and international appeal.

The story builds upon the positioning statement and gives the brand depth. This assists with product perception and retention, particularly in the above-the-line marketing material – developed specifically to introduce the Ringbolt brand to export markets.



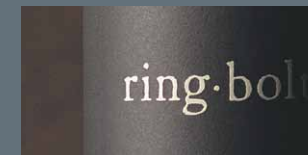
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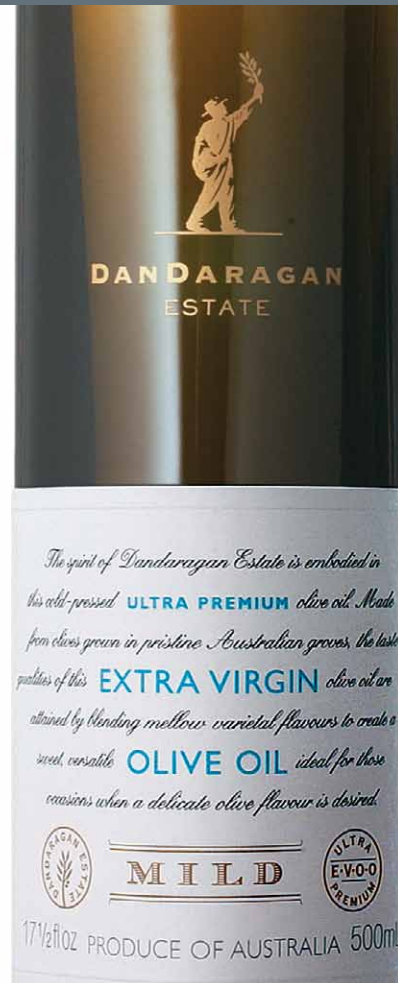


**YALUMBA - RINGBOLT**



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## Dandaragan Estate – Extra Virgin Olive Oils

One of Australia's major forces in premium quality extra virgin olive oil, Olea Australis, commissioned REB Design to assist with the naming, branding and packaging of their range of olive oils.

The brief was to develop a package that fine food lovers would be proud to have on their dining table, rather than stored away in the cupboard.

Launched only one year ago, the Dandaragan Estate brand and packaging have been described as "innovative", "classic" and "value adding", and the various blends of olive oils are now distributed nationally and exported to the EU and USA.



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