

## CAMPO VIEJO UNVEILS NEW BOTTLE AND LABEL DESIGN WITH SUSTAINABILITY AT ITS HEART

- Most significant packaging update in the last eight years to reflect the brand's sustainability ambitions
- Bottles use 68% recycled glass and removal of bottle netting to save 6,330 CO<sub>2</sub>eq/kg in CO<sub>2</sub> emissions
  - 'Decanta La Vida' campaign returns for six-week digital media run



Campo Viejo, the UK's No.1 Spanish wine brand<sup>1</sup>, has refreshed its visual design, opting for a more modern and contemporary approach while preserving its elegant and timeless image. The brand has updated elements of its bottle design and packaging in order to reflect the more expressive and colourful nature of the Spanish way of life, and the most notable changes in bottle labelling will be visible across the entire range of red, white, rosé and cava varieties.

The subtle design evolution incorporates a visual redesign of the logo and crest of the Rioja winery, maintaining all the traditional elements, yet giving them a new, more balanced composition. This simplification is also evident in the ribbed detailing around the labels, which have been changed to a fine continuous golden line to replace the dotted design and double borders used up until now.

The changes will generate a positive impact on the environment by eliminating elements such as the netting around the Campo Viejo Gran Reserva bottles, which will save 6,330 CO<sub>2</sub>eq/kg in CO<sub>2</sub> emissions. Across the range, bottle labels will change from adhesive labels to recyclable FSC-certified PET paper, and a reduction in the label size and redesign of the graphic elements will use less inks and paper. All Campo Viejo bottles are also made using 68% recycled glass.

Lucy Bearman, Wine Portfolio Director for Pernod Ricard UK, comments: "Campo Viejo is one of the world's most admired brands<sup>2</sup> and is experiencing growth of +5.6%<sup>3</sup>. The new visual identity maintains Campo Viejo's bold colour palette and modern classic appearance, whilst reflecting the premium quality of the wine as substantiated at the recent Mundus Vini awards<sup>4</sup>. These are subtle, evolutionary enhancements but importantly an opportunity to make more sustainable, packaging choices. We are set to continue to drive value into the Spanish category by maintaining our loyal shopper base and attracting new consumers with this enhanced design from Campo Viejo."

<sup>1</sup> AC Nielsen | Total Off Trade Value Share | MAT data to 11.09.2021

<sup>2</sup> Campo Viejo is #32 in Drinks International's The World's Most Admired Wine Brands 2021

<sup>3</sup> AC Nielsen | Total Off Trade Value | MAT data to 11.09.2021

<sup>4</sup> Mundus Vini Summer Tasting 2021: Winemakers' Blend 2019 (Gold), Rosé 2020 (Gold, and Best of Show Spain Rosé), Gran Reserva 2014 (Gold), Garnacha 2020 (Gold), Blanco 2020 (Silver), Gran Campo Viejo Cava Brut Reserva (Silver)

The packaging refresh coincides with a six week digital media campaign for the brand, running until mid-December to drive brand awareness amongst 80% of ABC1 UK wine drinkers. Campo Viejo will be back on VOD, YouTube and social media with its 'Decanta La Vida' campaign, through which the brand wants to inspire consumers to live life intensely, passionately, more expressively: learning to enjoy the small things in life, the simpler, more intimate moments.

**-ENDS-**

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## Notes to Editors

### Key changes

- **Full range** – redesign of the logo and crest of the Rioja winery; change from adhesive labels to recyclable FSC-certified PET paper; 5% reduction in label size; bottles made using 68% recycled glass
- **Gran Cava Campo Viejo** – eliminated the paper neck on the bottle, creating the entire composition in a single piece, saving the environment over three tonnes of paper, as well as ink
- **Tempranillo, Reserva, Gran Reserva, Blanco and Gran Cava Campo Viejo** – the label has been changed to a fine continuous golden line, to replace the dotted design and double borders
- **Reserva and Gran Reserva** – the label is being transformed to incorporate a set of visual elements and messages that emphasise the premium and artisanal nature of the winemaking process
- **Gran Reserva** – eliminated the netting around the bottle, bringing savings in CO2 emissions amounting to 6,330 CO2eq/kg

### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,824m in 2020/2021. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob's Creek, Lamb's, Ballantine's, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.

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