

# Craft and passion inspires new look for Bardinet brandy

Bardinet brandy has refreshed its bottle design and launched an all-new marketing drive to highlight its craft credentials.

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## Sponsored Profile

**F**rench brandy maker Bardinet has revealed a new look and advertising campaign, which aims to showcase the craft and passion behind its products.

One of the world's top-selling international brandies, Bardinet is created following traditional French processes. To highlight its ties to tradition, Bardinet launched a distinctive bottle shape, enhanced label design and new advertising campaign, which features the tagline 'Crafted with French passion'.

Following traditional French processes, Bardinet distils its eaux-de-vie from grapes. The spirit is then matured in oak barrels in four ageing cellars at Bardinet's home on the Domaine de Fleurenne estate in France. Maturation in oak casks develops the complexity and roundness of the eaux-de-vie.

After ageing, Bardinet's master blender Bénédicte Bertet, who has spent 30 years at the brand, leads a team of blenders to combine the eaux-de-vie to create Bardinet's signature taste.

Bertet and her team skillfully maintain the brandy's aromatic balance and consistent quality as they bring to life the mellow delicacy of Bardinet VSOP and the unique smoothness of Bardinet XO.

In order to reflect its production and heritage, the brand's packaging updates bring a more premium, contemporary feel. The refreshed packaging includes a distinctive new bottle shape shared by the VSOP and XO. Each bottle incorporates bolder branding,

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which is consistent across the two brandies in order to demonstrate their shared identity.

To celebrate the brand's French heritage, the new design also features the house's founding date, the signature of its founder Paul Bardinet, and a traditional eagle emblem.

The abbreviations VSOP and XO are also defined in full on the label to enhance consumer understanding.

To showcase the brand's new look, Bardinet has created an advertising campaign that shines a light on the passion of its craftsmen and women, and its French traditions. The campaign comprises classic black and white images of barrels being carefully selected by Bardinet's master blender.

Each image in the series is overlaid by the tagline 'Crafted with French passion' in a handwritten-style. The black and white images are also contrasted by the familiar bold red of Bardinet's masthead, and striking colour images of its new-look bottles.

The campaign also highlights the brandy's signature serves,

such as the Bardinet VSOP Tonic.

By updating its packaging and launching the campaign, Bardinet invites everyone to explore the rounded, balanced taste of its brandy, which has been crafted with passion for more than a century.

The House of Bardinet was founded in 1857 when Paul Bardinet, a 20-year-old Frenchman from Limoges, realised his vision of creating quality spirits for all to enjoy.

Driven by his passion, Bardinet began to thrive and soon its craft was recognised with awards at international exhibitions.

At the turn of the 20th century, Bardinet was being run by Paul Bardinet's son, Edouard Bardinet, and was based in Bordeaux, France.

Today, Bardinet is crafted with passion at its Domaine de Fleurenne estate. Bardinet is one of the world's top 10 best-selling brandies and is among the top three best-selling brandies in duty free and global travel retail.



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