

Babich

New Generation Babich Packaging

In their 95th year Babich Wines has opted for a more 'classic-modern' family based label design.



Existing Label



New Label and Screw-cap



Babich

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New Label



(Gold foil and High-Build)

A Contemporary version of original Babich Family crest from the old Croatian original (as right).

(Ink on matt-coated moisture resistant stock)

Incorporating a soft cream background colour to 'warm' the feel from stark white

(Bronze foil and High-Build)

This logo was retained for market recognition and it's uniqueness. This original Babich script logo was inspired by a Josip Babich (company founder) hand-written barrel marking from an old photograph which is depicted on our new back labels. The addition of a dropped-keyline to the logo adds weight.

(Bronze Ink)

Smaller more delicate treatment on the typography to give the package a more up-market 'feel', while retaining legibility.

(Gold Foil and Embossed)

Retaining the embossed gold bar at the bottom pays homage to the past label and gives more shelf-presence.

(Colour Back Label)

Heritage photographs to reinforce the family history.

Shortened wine description for quick reference.

Personalised statement and signature from Joe Babich.

NZ Sustainable Winegrowing logo.



Proudly family owned and operated Babich Wines was founded in 1916 by Croatian immigrant Josip Babich. Today, using this near century of winemaking experience, the Babich Family produce great wines from New Zealand's finest wine regions.

MARLBOROUGH SAUVIGNON BLANC

Fresh and lively tropical fruit flavours — crisp finish.

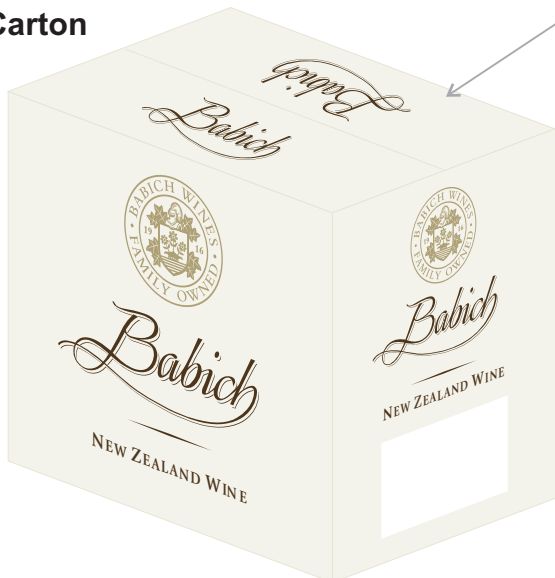
"Making wine has been our way of life for three generations. We are passionately committed to the quality of every bottle bearing the family name. I hope you enjoy this one."

Joe Babich.

750ml
XX.X% vol.
SUSTAINABLE
WINEGROWING
Contains approx XX standard drinks.
Contains Sulphites.
May contain traces of milk and egg.
Produced and Bottled by: Babich Wines Ltd., Babich Rd, Henderson Valley, Auckland, 0614.
www.babichwines.co.nz



New Carton



(3 Colour Print)

Carton to compliment over-all label design.

Varietals available with new package:

- Marlborough Sauvignon Blanc
- Marlborough Pinot Noir
- Marlborough Pinot Gris
- Hawke's Bay Chardonnay
- Hawke's Bay Sauvignon Blanc
- Gimblett Gravels Merlot Cabernet
- Gimblett Gravels Syrah
- East Coast Pinot Noir