

# Craft and passion inspire Bardinet's new look and campaign

Bardinet has revealed a new look and advertising campaign showcasing the craft and passion behind its finest brandy. One of the world's top 10 internationally-sold brandies, created in the traditional French way, Bardinet can be enjoyed by everyone. With a distinctive new bottle shape, enhanced label design and a new advertising campaign featuring the tagline 'Crafted with French Passion', the brand brings to life the expertise, tradition and people which ensure its rounded, balanced taste.

The House of Bardinet was founded in 1857, when passionate young Frenchman Paul Bardinet, followed his vision of creating quality spirits for all to enjoy. Crafted in France for more than a century, Bardinet brandy has been inspired by his passion ever since. Expertly aged and blended at the House's Domaine de Fleurenne estate, near Bordeaux, Bardinet's two brandies, Bardinet VSOP and Bardinet XO are perfect for drinking in cocktails and on their own.

Reflecting Bardinet's quality, heritage and expert craft, the brand's packaging updates bring a more premium, contemporary feel.

## **They include:**

Distinctive new bottle shape shared by VSOP and XO. Accompanied by bolder branding, consistent across the two brandies, it demonstrates more clearly their shared identity

- Emphasis on Bardinet's quality, with an explanation of its authentic brandy-making process, mention of its French roots, and abbreviations VSOP and XO defined in full, to enhance consumer understanding

Showcasing the brandy's campaign shines a light on the passion of Bardinet's craftsmen and women and its French traditions. The campaign comprises 2 classic black-and-white images of barrels being carefully selected by Bardinet's Master Blender. Overlaid by the tagline 'Crafted with French passion' in a handwritten-style, these photographs are contrasted by the familiar bold red of Bardinet's masthead, and striking colour images of its new-look bottles and serves, such as Bardinet VSOP Tonic. The campaign, originally due to debut in December 2020 but delayed due to COVID, is rolling out now.

Marion Divaret, international brand manager for Bardinet, said, "Bardinet brandy is for all to enjoy, whether they are experimenting with brandy in cocktails, or prefer to drink our spirit neat. By updating our packaging and launching our striking new advertising campaign, we invite everyone to explore the rounded, balanced taste of Bardinet brandy, which we have been crafting with passion for more than a century."