

CASE STUDY

Customer: Pirramimma Wines

Title: **Pirra Brand**

Product: Prime Label

- **The Brand**

Pirramimma Wines of McLaren Vale, South Australia, is a long-established premium wine producer - with a 114 year history. The company recently launched 'Pirra' as a reduced alcohol wine boasting the same quality characteristics of the rest of the Pirramimma range.

Pirramimma's Winemaker, Geoff Johnston, explains that the wine quality is achieved through a "simple process of alcohol separation using a reverse osmosis technique". Following an alcohol reduction stage, "the two parcels are then re-blended to create a wine that maintains all of the flavour, tannin and aroma of the original product, but with only two thirds the alcohol". The resulting alcohol level is only 9.5% abv for the 'white' varietals, and 11.5% for the 'red'.

- **The Label**

A colourful eye-catching design, with excellent shelf 'standout' appeal and tactile feel - the latter achieved by a clever mix of high-build screen gloss and embossing on a matt white background. The contrasting effect and impact is accentuated by Impresstik's proprietary 'Arctic White' uncoated paper stock, providing a smooth ultra-white base for the imagery.

- **The Launch - Sales & Marketing Manager, Graeme Hogan**

Since it's launch, 'Pirra' has been met with a stream of positive media attention - including features in 'Liquor Watch' and 'Sydney Weekly', and even TV coverage in Sydney. In response to the reaction by the trade & press since 'Pirra's launch, Pirramimma's Sales & Marketing Manager Graeme Hogan commented "It is no secret that industry commentators and the consumer are looking for new options. With the emergence and importance of the 'Drink Responsibly' message and a rise in Australian wine alcohol levels, we believe that this product has a future and the capacity to develop a real following".

Graeme went on to say...

- **Project Development**

"Initially, Impresstik brought to our attention their 'Arctic White' stock and their ability to create a tactile finish with the use of high-build gloss & emboss. They then worked closely with our label designers, Harkness Walker Design, to ensure that the design and ultimate result was going to meet our expectations.



- **Technical Support**

During the entire project, we were well supported by the Impresstik team, and during the press-check received excellent technical support by the Production Manager.

- **End-product (Quality & Function):**

An eye-catching product that lives up to its tag-line *of Not your standard drink*".