

SIMCHA KOSHER WINE



Properties list:

- range of products
- end-user packaging
- new product
- wine
- bottle
- identity by typography
- identity by system of colour
- glass and ceramics
- labels and sleeves

From Tridimage site: "Simcha is a new brand of Kosher wines produced in Mendoza, Argentina. The label had to project a contemporary and young spirit that helps to differentiate the new brand from the traditional image usually associated to Kosher products."

Reference: <http://www.tridimage.com/>

Credits:

Agency: Tridimage

Other images: