

DRINKS WELL



Properties list:
information about content
end-user packaging
range of products
new product
wine
labels and sleeves
bottle
glass and ceramics
contemporary
identity by typography

From [Robot food](http://www.robot-food.com/) website: "Drinks Well wine brand & label concept. The aim - to create a supermarket friendly label to appeal to the mass market. If a large retail channel wants an own brand with a clear message, offering delicious, good value, ready to drink wine, Drinks Well is the ideal solution. We are now targeting Drinks Well to wine distributors and supermarkets in the hope that will want to take it on."

Reference: <http://www.robot-food.com/>

Credits:

Agency: Robot food

Other images: