

XL WINES



Properties list:

information about use
end-user packaging
range of products
wine
glass and ceramics
bottle
contemporary
unusual visual association
transparent
identity by typography
new product

Overseas producers appear to have more leeway than in the past and start with the theme "tasting = experience". The bottles of French company XLwines do not make any reference to ancient vineyards, hills and blue skies but tell us the time. Like a clock they show and (photograph) the ideal time for tasting the bottled wine. An almost groundbreaking idea for a sector which generally rewards those who convey to the consumer, as a supreme value, the quality of the grape, the bouquet ... A sector which in order to expand, has plumped for courses in wine-tasting thus marginalizing that group of consumers, obviously the majority, who drink wine not just to show off their expertise but for pure and simple pleasure.

Reference: [ItaliaImballaggio N.11 November-December 2008](#)

Other images:

