

Talk about a classic new look

Cape Classics, one of the largest exporters of South African wines to the USA, has unveiled an eye-catching new packaging for its Indaba brand which will be rolled out with the 2007 vintage releases.



The Indaba Sauvignon Blanc 2007 will be the first Indaba wine sporting the new look to hit the South African and US markets.

Indaba's current silk screened labeling is being phased out in favor of more traditional paper labels; while the silk screened bottles are visually striking, the packaging is extremely expensive to manufacture, and limiting in terms of production and sales flexibility.

The switch to more cost-effective paper labels will allow for faster reaction time for client and customer stock needs or volume requests. The lower upfront dry goods costs will also enable Indaba to maintain its competitive value pricing.

Another benefit of the dynamic new labeling will be increased product visibility, both on retail shelves and in dimly-lit restaurants. This will help to increase consumer recognition of the Indaba brand and logo. The packaging revamp has also extended to Indaba's cartons, giving retailers brighter, "stop you in your tracks" display options.



The wines will remain in screwcap packaging, with colour-coordinated labels and closures. The new labels will continue to incorporate the splashy Indaba logo and vivid varietal-specific colour palette, using glossy high build accents on a white background.

The Indaba range is comprised of Chenin Blanc, Sauvignon Blanc, and Chardonnay for white varietals, and Merlot and Shiraz for red varietals. With an eye towards quality and value, the grapes are carefully selected from emerging regions of the Cape winelands such as Robertson and the Breede Valley.

A portion of the proceeds from the Indaba wines supports a scholarship for people from communities historically excluded from holding senior positions in the wine industry. Longtime winemaker Mzokhona Mvemve, who was the first recipient of an Indaba Scholarship, has departed to pursue his own interests. Celebrated winemaker Bruwer Raats, of Raats Family Wines, has served as long-term consultant for the Indaba wines and will continue to oversee production.

For more information, visit: www.capeclassics.com