

## New bottle design for KWV's Wild Africa Cream

KWV's Wild Africa Cream has a new #EleganceUntamed themed look. The new packaging pays homage to the award-winning liqueur that won Double Gold at the recent 2014 Michelangelo Wine & Spirit Awards and was named 'Best Liqueur' Trophy Winner.



The customised, more elongated bottle shape provides elegant standout within the category. An embossed leopard accent around the shoulder of the bottle and the brand name at the base adds brand differentiation, with the brand essence - 'Elegance untamed' clearly reflected in the design.

"We needed a new look that did it justice," says Anneke Mackenzie, Global Brand Manager for RTDs and Liqueurs at KWV. "The new packaging designed by Bravo Design, now more accurately reflects the product's intrinsic quality, drawing on the leopard, featured in countless African myths and legends, as the inspiration for a new-look Wild Africa Cream. It is elegant but with an untamed twist."

The recommended retail price of Wild Africa Cream is R89.99 and is available in retail liquor outlets nationwide.

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