## **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

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