

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:

