



New Bottle



- A distinctive and specific design
- A stocky and more premium shape
- Contemporary yet authentic profile
- Qualitative engravings:
 - 1857 on the front
 - ✓ BARDINET on the back

New Packagings



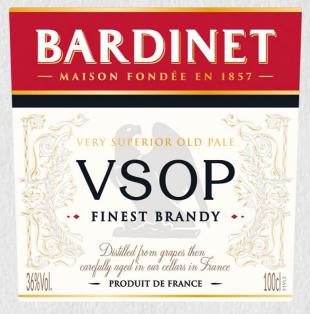
- New cap with *Paul BARDINET* Signature
- A cleaner and more contemporary medallion
- Strengthened logo with addition of a qualitative endorsement : *"Maison fondée en 1857"*
- **Preservation of a refined eagle** while enriching the label with **ornamentations**
- Enhanced quality's name with addition of abbreviation meaning (Very Superior Old Pale & Extra Old)
- Finest Brandy
- Short elaboration description
- Product origin

New Packagings



- Fresh, contemporary look yet authentic
- A qualitative and attractive design
- Strengthened logo for improved shelf presence, standout and brand effect
- Clear hierarchy and **consistency** across packaging and the range

New Packagings





Born from passion and century-old family traditions, Bardinet brandies are distilled from grapes, then carefully matured and blended at the heart of the Domaine de Fleurenne by our Master Blender. Featuring notes of fresh fruits and a hint of oak, Bardinet VSOP can be enjoyed neat, on ice or in a long drink.



..... Manufactured and bottled by: Bardinet - Domaine de Fleurenne 33290 Blanguefort - France Ingredients:



BARDINET Brandy, sugar, see bottle - Product of France

DRINK

oak shavings infusion, colour: E150A. Contains RESPONSIBLY permitted natural

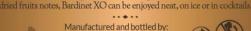
colour (INS 150A).







Born from passion and century-old family traditions, Bardinet brandies are distilled from grapes, then carefully matured and blended at the heart of the Domaine de Fleurenne by our Master Blender. With an aromatic bouquet and combining a fantastic smoothness with





Bardinet - Domaine de Fleurenne 33290 Blanquefort - France Ingredients: Production date and batch number

Brandy, sugar, see bottle – Product of France oak shavings

infusion, colour: E150A. Contains permitted natural colour (INS 150A).





BARDINET, Finest Brandy

Authenticity

French family legacy and savoir-faire,

Passion

Collective passion, dedicated Master blender

Simplicity, accessibility

A clear and consistent range, versatility, affordable

VSOP Format Variations



New Giftboxes



New Outer case



- New branded outer case
- Unique design across the range
- Emphasised quality name marking to be added during production

New Brand Territory

New Signature



New Key Visuals









New Key Visuals



BARDINE MAISON FONDÉE EN 185

