



**BARDINET**

— MAISON FONDÉE EN 1857 —

# New Bottle

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- 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

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- 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

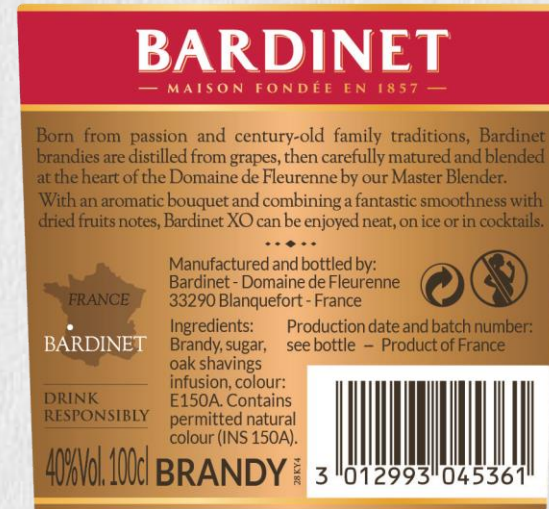
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- Fresh, contemporary look yet authentic
- A qualitative and attractive design
- Strengthened logo for improved shelf presence, standout and brand effect
- Clear hierarchy and consistency across packaging and the range



# New Packagings



# 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

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# New Giftboxes





# New Outer case

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

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New Brand Territory

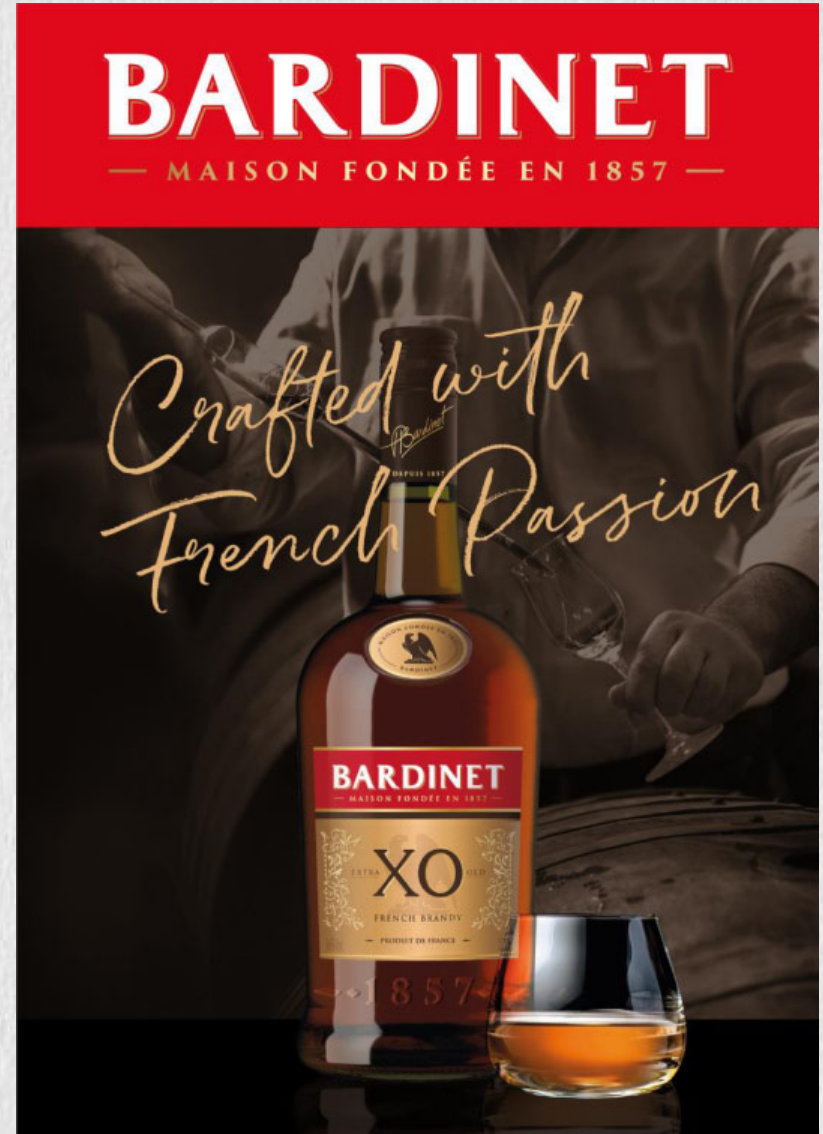
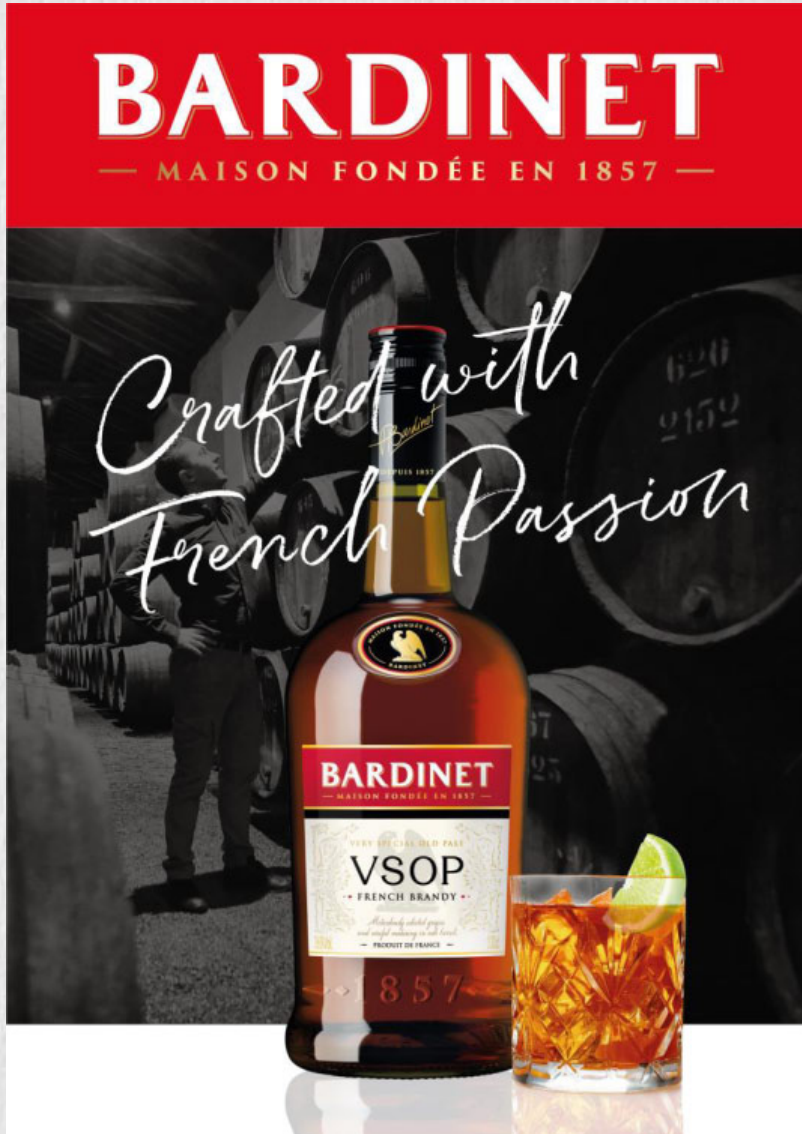


# New Signature

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*Crafted with  
French Passion*

# New Key Visuals







# New Key Visuals

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*Crafted with  
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