

Shipping
Now!

New POS
coming
soon!

FAT *bastard* | Out with the old, in with the nouveau!

FAT *bastard* is sporting a fresh, new look that is sure to excite. The new packaging is a jovial, cheeky spin on the French Topiary—an art form appreciated for its elegance and structure—much like our selection of FAT *bastard* wines! The topiary has long been regarded as the perfect, final touch to remarkable masterpieces like King Henry XIV's Garden of Versailles; let that legacy live on with FAT *bastard*, the finishing touch to any culinary masterpiece!

Maintaining the core identity of the brand's iconic hippo and the quality inside of the bottle, FAT *bastard*'s new packaging will continue to bring a little light and a lot of fun to the French wine segment. Wave Bon Voyage to the old packaging and Bonjour to the buzz we'll generate with FAT *bastard*'s brand new label.

Screw cap
closure to preserve
fresh aromas
and flavors

Vibrant,
eye catching
color!

High-contrast,
black and white
label provides
pop on shelf

Stacks to
form Topiary
design!

Same Iconic Hippo!
New Logo Design:
An irreverent nod
to FAT *bastard*'s
French origins!

Thierry & Guy's
story remains
the same!

Burst of color
for varietal
differentiation

