

Planet B

Improving on the aspect of sustainability has long been a mission in the wine industry. Bodegas Murviedro, a leading winery in the Region of Valencia since 1927 and Engelstad, a wine and spirit specialist in Norway since 1960, took on a mission together to create a new wine for a new decade representing the modern values of our society. We had the fantastic opportunity to help them in this process which took us almost almost 3 years from the first idea, creating the right wine, multiple tastings to eventually designing the packaging, producing the final wine and getting the product and it's message on the shelves. The wine is called Planet B and it is an organic red wine. By organic it means that the wine has no added sugars, it uses only organic grapes which are done by dry farming, meaning that there is no water irrigation.

It is packaged both in a fully recycable bag-in-box package and the most lightweight fully recycable glass bottle. Meaning all of the features of this wine and it's creation focus on sustainability. There was a lot of testing involved with the packaging to find the best possible solution to create a recycable package that would also still be appetizing for the public on the store shelves as we are talking about big scale production not a small batch. There is still extensive testing done to use paper bottles instead of the glass one but it might take another year to get it on the market.

The name for the wine is inspired by Emmanuel Macron's speech about climate change where he said „There is no Planet B“. This name became the inspiration for the design of the wine package with a colorful landscape depicting an imaginary Planet with balloons traveling to it. Since Planet B has a strong message we needed the packaging to stand out on a shelf and also create disruption in an otherwise more or less traditional industry and it's designs. That is why we were not afraid to use bold colors and a design that would really stand out in the wine industry, especially when we talk about big producers and wide-spread wines that feature on multiple markets. Currently the wine is sold in the Nordics with potential expansions explored and market tests being done.

It is also important to note that this wine is mostly targeted to a younger audience which gave us more freedom with the design as young people in general are more design-knowledgable, aware of global warming issues, sustainability and are in general more bold in their buying choices. All of the decisions regarding the making of this design were extensively looked through a wide marketing team focused on the Nordic markets and the first results and feedback have been great making the launch of this product successful.