



All That Glitters Might Be Gold.

Personal Service and Global Support Get [yellow tail]® Sweet Red Roo On Shelf With A Category-Defining Label

Outpacing a red-hot wine trend can be challenging, but Bridge Premedia's timely prototyping and fulfillment services helped [yellow tail] wines to generate pre-market buzz about Sweet Red Roo. When printing problems in Australia threatened to delay the launch, [yellow tail] looked to Bridge's printing experts for suggestions to keep the wine flowing towards the marketplace.

A Little Background

Sweet red wines have gained popularity among one of the most sought-after consumer demographics – the Millennials. These 21 to 35 year olds are experimenting with wine as they wean themselves off soda and energy drinks, and lightly sweetened blends

“Gorgeous prototypes [and] creative solutions for our global supply chain partners.”

have proven to be easy “gateway” wines. In 2011, [yellow tail] began developing its own entry to this category with Sweet Red Roo, the fifteenth ad-

dition to its incredibly successful portfolio of Australian wines.

The Marketing Challenge

In order to cut through the clutter of sweet reds that were starting to populate the shelves, [yellow tail]'s creative team designed a unique, prismatic label – the first of its kind in the alcoholic beverage industry. Staying ahead of the growing sweet wine trend meant that [yellow tail] needed to present this innovative packaging to their U.S. retailers as quickly as possible. Once the retailers were won over, the Australian winemakers needed to figure out

how to scale up their new labeling idea for implementation in a nationwide U.S. product launch.

The Bridge Premedia Solution

When presented with a sample of the holographic red foil that [yellow tail] wished to use on its labels, Bridge Premedia immediately combed through its network of paper and foil suppliers to find the perfect match. Bridge output [yellow tail]'s graphics in white ink on the actual foil substrate and applied labels to 200 bottles. Individual cases of flawless wine samples were shipped from Bridge Premedia to [yellow tail] distributors around the country.

The samples generated active interest among buyers at club stores, C-stores and supermarkets. Unfortunately, [yellow tail] found that its Australian label supplier was having difficulty implementing the new pris-



[yellow tail]'s holographic label

is the first of its kind in the alcohol beverage industry.

[yellow tail]®
SWEET RED ROO

matic foil label stock in large-scale print production. Labels were getting damaged in the high-speed, large volume bottling environment, and they were having trouble finding enough foil to produce the labels. Sweet Red Roo's hotly anticipated new product launch was at risk.

Knowing Bridge's reputation as package printing experts, [yellow tail] asked them to consult with its international supply chain to find a solution. Bridge Premedia suggested alternate production methodologies to prevent label damage, located a supplier for the foil, and developed a U.S. based contingency plan for labeling in case things went awry overseas.

The Outcome

Fortunately, the Australian printers were able to make it all work by using Bridge's suggestions. The first million bottles of Sweet Red Roo were on shelves by March 2012 – right on time. According to Jonathan Lehr, Brand Manager for [yellow tail], "Bridge Premedia delivered not only gorgeous prototypes, but also creative solutions for our global supply chain partners."

The response to Sweet Red Roo's innovative packaging was so positive that [yellow tail] decided to upgrade other wine varietals with similar prismatic labels. Once again, they are turning to Bridge Premedia for help with solving print production and sampling challenges.

About Bridge Premedia

Established as the creative services division of CSW, Inc., Bridge Premedia is benefiting clients around the world with their consultative business style and package printing expertise. They bridge communication gaps between project stakeholders with 3D renderings, package prototypes, and design support services.

Bridge Premedia applies prismatic labels to 200 sales samples.



When [yellow tail]'s Australian label production, shown below, ran into difficulties, Bridge Premedia offered viable solutions.

