

Hot Brand
+65%
over last
two years

La Perlina

SAME GREAT WINE
SAME ATTRACTIVE PRICE POINT
GREAT NEW PACKAGING



Current label

A SUCCESSFUL BRAND
UPDATES PACKAGING AFTER
CONSUMER RESEARCH AND
LABEL TESTING.

NEW LABEL COMMUNICATES
THE LA PERLINA STORY WITH
MODERN, VISUALLY APPEALING
GRAPHICS.

IMAGERY AND COLORS
APPEAL TO CORE MOSCATO
DEMOGRAPHICS.



New packaging

La Perlina, or 'little pearl',
is the name of the pearl-like bubbles that add to the vibrancy and style of this delightful
Moscato from Northern Italy. We hand harvest our grapes at night to maintain perfect
freshness. The result is a delicate, slightly sweet wine that exhibits aromas of lilacs, orange
zest, and a hint of ripe nectarines.

MILLENNIALS LOVE MOSCATO

