

SOVIO LABEL DESIGN COMPETITION

LABEL DESIGN BRIEF – SOVIO RED AND WHITE

Background to Sovio

Sovio is a softly sparkling wine which is currently available in a sparkling rosé version made from White Zinfandel grapes. We describe it as the first of a new generation of lighter style wines, and the alcohol content is only 5.5%. It is noticeably refreshing – something not previously associated with wine – and therefore very suited to occasions when a heavily alcoholic wine just doesn't fill the bill.

Why a lighter style wine? Well, for the last twenty years or more, due to warmer temperatures and more effective yeasts, the naturally occurring levels of alcohol in wines have been rising rapidly to a point where many “big” wines are simply too alcoholic to be regarded as a pleasant balanced drink. Not everyone likes that “heady” feeling after only a couple of glasses and quite simply, there is a demand for something a bit more in the “easy drinking” style, in a range from 5.5% to 8% alcohol as opposed to the typical 13.5 – 14.5% commonly found with conventional wines.

And by the way, less alcohol means less calories – roughly 50% less in a wine reduced to 5% for example.

How is Sovio made?

You may be wondering how we manage to make Sovio so light when most winemakers are struggling to keep the lid on the alcohol level. What we do is “build the wine from the ground up” as we put it (by careful grape selection and blending), so that it's in perfect balance *after* some of the alcohol is subtracted. This is achieved by a unique “cold vacuum” distillation process which removes the alcohol from a proportion of the wine. The proportion without alcohol is then reblended with the bulk of the wine to produce a wine with a lower overall level of alcohol. Nothing else is altered – the flavour and aroma remain as in the original full strength wine. The result is 100% wine with no dilution by water or other additive.

This process was developed by Sovio's sister company, TFC Wines, and we call it the TFC Method, whose logo appears on every bottle as your guarantee that Sovio is different and better than any other “light” wine ever made.

We never forget that our wine has to taste just as good as conventional wine – otherwise nobody would want to drink it.

Who drinks Sovio?

Research shows that people particularly like to drink Sovio on certain occasions. Because of its lightness, it's very suited to lunchtimes, weekday evenings, picnics and of course, when a nice warm sun is shining. It's also popular as a drink for women in pubs and bars when many seek to avoid a hangover or want to keep their wits about them and in control.

Why not pop down to your local Tesco store and pick up a bottle to try? The normal price is £4.99 but you might be lucky enough to find it on promotion at a cheaper price.

Why the new still White and Red versions?

Some people much prefer still wines with meals, for example. Also, red wine accounts for more than 40% of the total wine drunk in the UK, but most of it is high in alcohol. Nevertheless, red wine drinkers are also seeking their favourite colour wine in a lighter style. At Sovio, we're simply responding to demand by introducing versions which suit a much wider range of wine drinking occasions and preferences.

What should be on the labels?

The new labels need to fit on average 75cl red wine bottles. You may want to use the Sovio logo, which you can download as a vector object from our website at www.sovio.co.uk/competition. You can also come up with an alternative logo for Sovio. Keep in mind that Sovio still red and white are lighter in style and have 40% less alcohol than average conventional red and white wines.

The following text needs to be included on the label, but is not limited to:

Sovio
Red Wine (OR) White Wine
New Generation Lighter Style
% VOL
750ml
TFC Method Logo

The logos can be downloaded from the Resources box at www.sovio.co.uk/competition

A quick look at the existing Sovio White Zinfandel label (and indeed, other wine labels) will give you a good idea of the balance of these elements and the appropriate sizes but please bear in mind that we are looking for YOUR design ideas, not merely a slight adaptation of the current version. In particular we'll be interested in design concepts and styles which are modern and contemporary, *while also being entirely consistent with the light and refreshing but serious and high quality wine product which lies behind the label.*

SUBMISSIONS:

All designs need to be submitted online in one of the following formats:

JPG
PDF
PNG
GIF

Fill out the contact form at www.sovio.co.uk/competition and upload your file. The winner will be required to submit the design in a high resolution, editable file to collect the prize.