

Stand out

Exclusive products and designs catch the consumer's eye

BY WENDY MORLEY



JANNEAU's new logo and packaging speak of high-end sophistication

The travel retail consumer is looking for something not available anywhere else. He wants to be surprised, delighted and unable to resist.

When companies cater to this consumer with exclusive products and exciting packaging, profits start to soar.

A more modern image

JANNEAU Grand Armagnac has been producing award-winning Armagnac since 1851. The first export brand, JANNEAU is also the leading Armagnac in travel retail throughout Europe, Russia and the Gulf region. Today, JANNEAU is targeting a number of areas in East Asia, including China, Japan, Korea, Taiwan and the Southeast, in addition to several Asian airlines. Therefore it is likely no coincidence that JANNEAU is choosing to present its new logo and packaging at TFWA-AP in Singapore. A brand new company logo and new luxurious packaging have been developed, as well as new advertising visuals and a new website, which will go online as of May 2014.

The new packaging has a sleek, clean look. The main colors are rich taupe and striking black, with silver accents. On the canister, which speaks of high-end sophistication, is a curved white line that follows the sensuous curves of the bottle.

Managing Director and owner Fabio Massimo Giovineti says the packaging is the only thing changing. "While our award-winning quality rests unchanged and uncompromised since 1851, a new chapter opens at JANNEAU in terms of its brand image and communication. JANNEAU, as a respected brand in the spirits world and leading in its category, Armagnac, has the duty to remain attractive to its consumers, and therefore adapt visually and emotionally to cultural changes, in order to always be contemporary." According to a release, the company will never compromise on quality. "While JANNEAU is modernizing its image, its core values remain."

Offering a varied range of XO's and vintages, JANNEAU proudly claims to be the most-awarded Armagnac at the main tasting competitions, with over 83 medals won in the last 12 years.

The rich red and bold black reflect the dark grapes used to make this superior icewine.

