

BevMo!

Project Overview

BevMo! needed to refresh their brand set with some new ideas. They were looking for bold packaging design, strong creative concept, delicious wines and a price/quality relationship that would keep their customers coming back for more.

Key Brand Assets

Strong, bold packaging and engaging brand backstory with a fun twist.

Wines that stood out with bright jammy flavors, smooth mouth feel, varietal correctness, but with a slight edge.

Consistent sourcing to protect wine style and provide some buffer to cost swings.

Pricing that achieved BevMo! margins and could also participate in the BevMo! Nickel sales.

Quality that over delivered based on the price.



Brand Development

The Plata team met with BevMo! to discuss brand concept. Plata developed a 360-degree brand profile including the brand essence, wine style, key packaging cues, retail pricing, etc. Plata then worked with a key design partner to ideate several package concepts for review by BevMo!

Sourcing & Winemaking

Plata winemaker Alison Crowe went to work tasting through numerous lots from her cellar. She assessed each lot's contribution to the final blend and subsequently secured these vineyard blocks year after year for style consistency.

Project Finalization

Plata met with BevMo! to taste various wine blends prepared by Alison. Packaging and brand concepts were presented by the Plata team and a final profile was chosen. Plata then coordinated all compliance, wine blend completion and packaging coordination.

Results

The Buccaneer brand, with four varietals and one red blend, is a success! BevMo!'s sales expectations were exceeded and the brand delivered the required margin returns. BevMo! customers are engaged, including one customer in Southern California that uses The Buccaneer as part of his themed Halloween party that attracts more than 3,000 visitors. **Today, The Buccaneer is one of BevMo!'s leading brands.**