

INTRODUCING NEW LAHUEN AND CARMENERE CA LABELS

TerraNoble brand acquires predominance building a consistent brand architecture with labels of a superior perceived value.



LAHUEN

- ▶ Design relates to the ancestral meaning of the word Lahuen: “medicinal water”.
- ▶ TerraNoble brand and Lahuen stand out.

CA

- ▶ Variety and “Andes” and “Costa” modifiers stand out.
- ▶ Illustrations represent better the abstraction of the Pacific Ocean coast and the Andes Mountains range.
- ▶ New CA logo plus copy complement harmoniously.