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Oliver Winery launches “Oliver Sangria Classic”

Oliver Winery announces the introduction of an exciting new product to its already impressive line of wines and wine-derivatives. This sweet, flavorful, and refreshing sangria is a blend of red wine and natural citrus fruit flavors. Oliver Sangria Classic is great over ice with a slice of orange. It retails for \$8.50 per bottle and is now available at retail markets in the Midwest.



Oliver Winery’s Manager Bill Oliver worked with long time design partner Flowdesign to develop the look and feel of this, the newest of Oliver’s product line. “The challenge for us was to create a sangria brand extension that balanced playfulness with an upscale image that differentiated itself from Oliver’s more traditional wines,” says Dan Matauch, founder of Flowdesign. We started out by selecting a burgundy-shaped antique green stock bottle which turns brunet once filled with Sangria Classic. We focused our label designs around contemporary fruit icons and clear pressure sensitive labels to give it the “no label look”. We think the colorful fruit icons pop nicely off the black background canvas. We also used the same vibrant color from the orange fruit icon for the Sangria name and its capsule. We kept the capsule simple by carrying over the label fruit icons as black silhouettes on orange.

Oliver Winery, located just a few miles north of Bloomington, is Indiana’s biggest and oldest winery. Founded in 1972, this Hoosier powerhouse, produces over 700,000 gallons annually.

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