

# P&W

DESIGN CONSULTANTS

Drinks Branding Solutions



‘Giving  
brands a voice’

since 1987

# Hi there!

P&W is a dynamic London design consultancy with over 30 years of experience. We craft commercially successful brands via a winning combination of strategy and creativity.

Our clients span 5 continents and range from global brands and retailers, to start up companies and challenger brands.

By "Giving brands a voice", we unlock their unique potential to make them authentic, memorable and engaging, whilst delivering a strategic edge.



# How WE CAN HELP YOU

P&W has built many strong and productive working partnerships with the stakeholders of brands and brand houses across beer, wine, spirits, ready to drink & soft drinks.

**m**<sup>TM</sup>  
**METRIC IQ**  
**three-phase**  
**strategy**

This unique principle, pioneered by P&W, underpins all of its business solutions.  
Our approach draws upon an in-depth knowledge of branding and retailing;  
we call it: **METRIC IQ**<sup>TM</sup>

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where  
**you**  
are

We verify your current positioning



what  
**you**  
need

We clarify your brand projection



where  
**you**  
want to be

We fulfil your immediate and future objectives



# strategy, creativity and focused market research



Principles that have resulted in over 100 design and marketing awards,  
evidence that our solutions work for you.



“ We continue to find P&W creative, innovative and perceptive of evolving markets ”



“ P&W’s creative contribution surpassed our expectations ”



“ A brilliant agency who we are proud to have as a partner ”



# & now, OUR WORK

We would like to share with you a selection of our drinks work that has made us proud and empowered our business partners.

Actions speak louder than words...



A sake brand created for the UK market that embraces the distinctive beauty of Japanese calligraphy and contemporary western typography. A striking fusion of Eastern and Western styling appealing to a broad age demographic.







P&W has partnered Wine & Spirit International since 2002, supplying highly innovative brand solutions.

This has led to a diverse, commercially successful brand portfolio of products, sold via multiple channels.





BLANCO  
**BAMBARRIA**  
TEQUILA  
100% BLUE AGAVE  
GENUINE MEXICAN  
TEQUILA. ESTATE  
BOTTLED IN JALISCO  
IMPORTED

# Bambarria Tequila

Strong creative solutions often tell a story  
making a lasting impression.

This innovative design for award-winning Bambarria 100% Agave  
Tequila, depicts the founding of Mexico City based on the  
prophecy of an eagle devouring a snake on a cactus.



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IMPORTED





# Villa Lobos Tequila

P&W's meticulous crafting and detailing elevated the range with embossed glass and striking metallic finishes.

The design expressed the passion of the traditional production craft.





# Veracruzano Mexican Rum

Heritage is a powerful tool for a brand,  
particularly one in the premium spirits sector.

It was important that the label design persuaded  
that this Veracruzano Mexican rum would be of superb quality.

*Bonded Cask - Aged Caribbean Rum*



# LOS RON VALIENTES®

*These are probably the finest and most expensive rums to be produced in Mexico, a result of slow and careful production, and extended barrel aging under bond, in the Tropical Caribbean climate of Eastern Mexico.*

**AGED 15 AÑOS**  
**AÑEJO ESPECIAL**

50cl.e  
LICORES VERACRUZ  
Produced & bottled in Mexico  
PRODUCTION  
Keep cool at all times



A bottle of Hapsburg Absinthe is the central focus, with a decorative label featuring a stylized 'H' and a leaf. To the left is a gift box for 'Hapsburg La Magnifique' with the text 'THE TASTE OF UNCOMPROMISING PERFECTION & CRAFTSMANSHIP'. To the right is another label for 'Hapsburg La Magnifique' by Peter Fuzz, Maître Absintheur. The background is a light, textured grey.

# Hapsburg Absinthe

Absinthe exudes intrigue and romance.

It was a companion of many great artists, poets, authors and playwrights. A drink with very exclusive appeal.

The inspired idea of rejuvenating absinthe and creating a portfolio of products under Hapsburg, resulted in a broad appeal for the brand.



HAPSBURG<sup>®</sup>  
**LA MAGNIFIQUE**<sup>™</sup>  
 THE TASTE OF  
 UNCOMPROMISING  
 PERFECTION &  
 CRAFTSMANSHIP

HAPSBURG<sup>®</sup>  
**LA MAGNIFIQUE**<sup>™</sup>  
 © Wine and Spirit International Ltd. 2012

HAPSBURG<sup>®</sup>  
**LA MAGNIFIQUE**<sup>™</sup>  
 BY *Peter Fussy*  
 MAÎTRE  
 ABSINTHEUR

The image features a bottle of Choya Yuzu Umeshu liqueur on the left, a glass of the drink in the center, and a decorative branch with yuzu fruit on the right. The background is a light, textured surface with faint, large-scale text reading 'CHOYA YUZU'.

# Choya Yuzu Umeshu

Yuzu liqueur is an exotic alternative to Pimms for a summer tippie. The challenge was to create a visual language that felt traditionally Japanese yet visually appealing to the UK consumer.



CHOYA

# YUZU





The Co-operative Group is three years into a re-build programme.

P&W was commissioned to redesign its premium range 'IRRESISTIBLE' across both food and drink categories.



5x DISTILLED  
LONDON  
DRY GIN

Expertly balanced with  
juniper berries & 16 fragrant  
botanicals for a delicate spicy  
twist with citrus notes

IRRESISTIBLE



43% Vol. 500ml e

COOP

IRRESISTIBLE

AGED 12 YEARS

SINGLE MALT  
SCOTCH WHISKY

Matured and aged in white  
oak casks for a smooth,  
mellow taste

IRRESISTIBLE



*David Semple*

CASK MASTER

FIRM, POSITIVE & ELEGANT - CITRUS FRUITS &  
CRUSHED ALMONDS, WITH A SUBTLE HINT OF  
MARZIPAN & CHOCOLATE, RISE TO THE OCCASION





# TESCO

P&W has created innovative, award winning design for the UK's largest retailer since 1987.

Meticulous crafting and excellent service has defined our relationship.

XO

FRENCH BRANDY

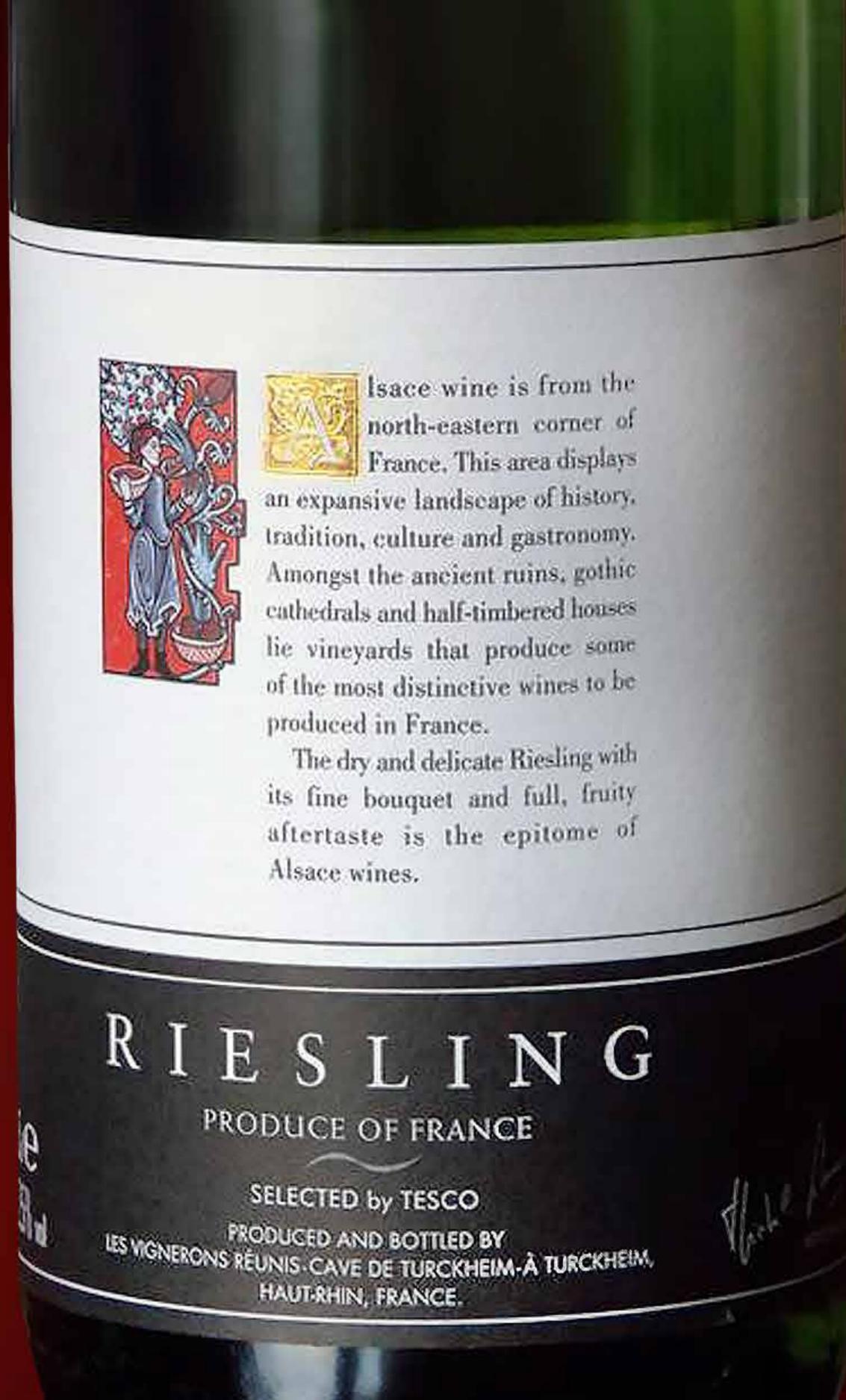


TESCO finest  
XO  
FRENCH BRANDY  
AGED 5 YEARS  
DELICATE FRUIT AROMAS, SMOOTH & MELLOW

40% vol  
70cl e  
SPECIAL MASTER







Alsace wine is from the north-eastern corner of France. This area displays an expansive landscape of history, tradition, culture and gastronomy. Amongst the ancient ruins, gothic cathedrals and half-timbered houses lie vineyards that produce some of the most distinctive wines to be produced in France.

The dry and delicate Riesling with its fine bouquet and full, fruity aftertaste is the epitome of Alsace wines.

# RIESLING

PRODUCE OF FRANCE

SELECTED by TESCO

PRODUCED AND BOTTLED BY  
LES VIGNERONS RÉUNIS - CAVE DE TURCKHEIM-À TURCKHEIM,  
HAUT-RHIN, FRANCE.





# - SPIRIT OF - ILMINGTON

The picturesque village of Ilmington, nestled in the heart of the Cotswolds, is home to the “Spirit of Ilmington” brand.

P&W created an identity which works across the range of spirits.





*Handcrafted*

# *- SPIRIT OF -* **ILMINGTON**

*Small Batch*



# Seicomart

Working with the Japanese convenience store chain since the 1990's. The retailer has 1,200 stores in Japan and, with the help of P&W, remains strongly associated with its excellent food and drink reputation and commitment to customer satisfaction.

# Drink Jelly

Recreation and sports energy drinks are extremely popular in Japan. Standing out from the crowd was an essential aspect of our brief. This jelly-based range differentiated itself with nutritionally boosted formulas, striking graphics and distinctive pouch packaging.





11 VITAMINS

**Seicomart**  
Immune Boosting  
11種類のビタミン  
DRINK JELLY  
GRAPEFRUIT グレープフルーツ味  
果汁10%未満

86 kcal

36 CALORIES

**Seicomart**  
Low Calorie  
こんにゃくゼリー  
DRINK JELLY  
GRAPE グレープ味  
果汁1%

食物繊維  
2800 mg



**Seicomart**  
Energy Boost  
エネルギー補給に  
DRINK JELLY  
MUSCAT マスカット味  
果汁1%

171 kcal

# Grandia Coffee

Over the last 15 years, P&W has helped nurture Seicomart's flagship coffee brand, Grandia.

It comes in various different formats including: cans, bottles, beans in bags, fresh coffee-to-go.





# Beaujolais Nouveau

Wine remains at the heart of Seicomart retailing;  
it is a passion of the brand to bring the best  
international wines to market.

The following represents a timeline of Beaujolais Nouveau and  
Beaujolais-Villages Nouveau labels that P&W has designed  
for the Japanese convenience chain.





2010

2011

2012

2013

2014



2015

2016

2017

2018

2019



Our long relationship with HFB has culminated in many successful beverage projects.

The branding for Switchle resulted in a unique combination; a traditional American health tonic, infused with eccentric British humour.



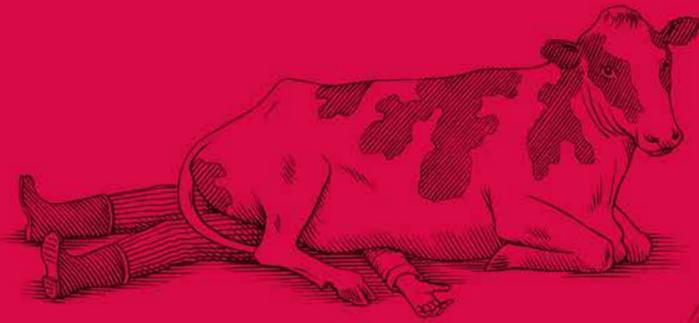




# CRUM-A-GRACKLE

*(crum • ah • grak al) / adjective*

Any awkward or difficult situation.



# SHACKBAGGERLY

*(sh ak bag er lee) / adjective*

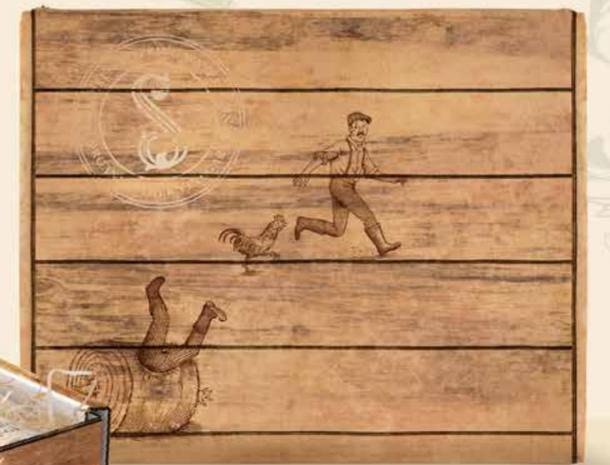
A word used to describe something left in a loose or disorderly manner.



# HANSPER

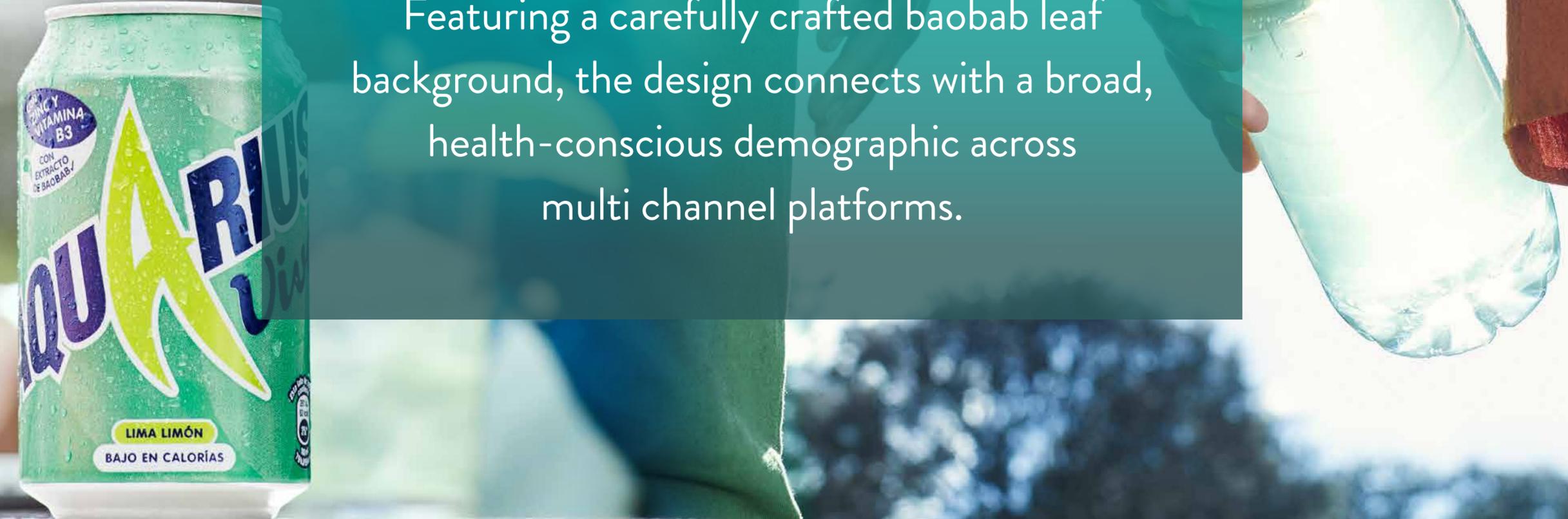
*(han sp er) / adjective*

Pain and stiffness felt in the legs after a long walk or run.



The logo for AquaRius Vive features the brand name in a stylized, white font. 'AQUARIUS' is in a bold, sans-serif typeface, while 'vive' is in a smaller, lowercase, script font. A large, stylized green leaf graphic is integrated into the letter 'A' of 'AQUARIUS'.

AQUARIUS  
vive®

A photograph of a can and a bottle of AquaRius Vive. The can is on the left, and the bottle is on the right. Both are condensation-covered and feature the brand's green and white color scheme. The can has a circular seal that says 'CON VITAMINA B3' and 'CON EXTRACTO DE BAOBAB!'. The bottle has a label that says 'LIMA LIMÓN' and 'BAJO EN CALORÍAS'. The background is a blurred outdoor scene with people's hands and arms visible.

A new identity for Coca-Cola's 4th largest brand.  
Featuring a carefully crafted baobab leaf  
background, the design connects with a broad,  
health-conscious demographic across  
multi channel platforms.

Una bebida  
refrescante con  
aporte que te hace  
sentir bien





# What WE CAN OFFER YOU

P&W will help your brand by delivering intelligently crafted design solutions.

**Our design and marketing services include:**

- Packaging design
- Brand identity creation
- New product development
- In-store theatre
- Point-of-sale
- Brand guidelines
- Website design
- Social media campaigns
- Printed & digital advertising
- Copywriting & name generation
- 3D visualisation

# Let's CHAT

**Thank you** for your time.  
P&W would love the opportunity to work with  
you on any forthcoming projects.

Please get in touch if you have any future requests  
or questions.

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### Behind the scenes



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dba Association  
Member