

PINORD

PRESS RELEASE New look for Cava Marrugat by Pinord Wineries

PINORD WINERIES have started to commercialize their Marrugat Cava with a new updated look for all the whole range. These cavas are elaborated in the traditional way to produce the highest possible quality of beverage. There is only a limited production of each type elaborated with a selection and combination of the excellent wines that the Penedès vines produce.

Until now Marrugat Cavas have always been sold in the original bottle with the original label. Except for the Cava Rose, these were green bottles with large Barroque style labels in dark red, black and gold.

With the introduction of a completely new and modern look, Pinord have now broken this mould. The cava which still directed at the same consumers loyal to the brand, boasts a fresher more precise design. The brut cavas now have a very clear and elegant black and silver label placed on the lower part of the bottle and the semi-dry cavas are labelled in red and silver. The profile of a vine leaf in the background adds a sense of movement to the label.

The Marrugat Reserva Rosat, the Chardonnay, and the Reserva and Gran Reserva varieties have similar labels but two coloured. One half is completely black with only the letters of the name and the other part in colour with a relief in the letter M for Marrugat to identify the brand.

The whole range of **Pinord** cavas now have different coloured labels and caps. The effect is a rainbow of bright colours that enhance the bottles. The colours are blue for Marrugat Brut Reserva Rosat, green for Marrugat Chardonnay, silver for Marrugat Brut, copper for Marrugat Reserva and gold for Marrugat Gran Reserva.



Vilafranca del Penedès, 30th. July, 2008