Barbadillo

Barbadillo Versos 1891 Launch

Barbadillo is one of the leading brands of bottled white wine in Spain. Bodegas Barbadillo, founded in 1821, is one of the 10 oldest family-owned businesses in Spain. As a world leader in sherry production, the company has received numerous accolades, including having a wine listed in the 100 Best Wines of the World by Wine Spectator and being the first sherry winery with more than 100 Parker points. Unfortunately, many recent and potential consumers may not be aware of these honors.

In an effort to elevate the brand’s image in the marketplace, Bodegas Barbadillo decided to launch a special vintage wine in the ultra-luxury category. This unique wine comes from a selection of casks gifted by Antonio Barbadillo to each of his five children. The first was dedicated in 1891 for the baptism of his son Manuel, who later became a friend and contemporary of some of the great poets and writers of the generation of ‘27, while serving as president of Bodegas Barbadillo.

More than 100 years later, Sarah Jane Evans, president of the Master of Wine Institute, had the great fortune of tasting these five decanters and was fascinated by the power and intensity of the wine. An amontillado (medium-dry sherry) full of energy and life, it was precisely the wine of Manuel Barbadillo.

In commemoration of the 125th anniversary of Manuel’s birth on September 29, 1981, his descendants and current Barbadillo stakeholders decided to share this treasure with the world. They filled 100 bottles and named it Versos 1891.

The couture packaging for Versos 1891, made by companies specializing in luxury items, is matched only by the wine’s quality. Each hand-blown bottle was crafted using the purest crystal in the world and adorned with hand-made engravings.

Fabricated in Ubrique, the pyramid-shaped leather case was inspired by the bicentennial logo of Bodegas Barbadillo, and the pipette emulates a fountain pen that extracts precious liquids. Also, Versos incorporates an electronic label from Thinfilm that gives anyone with a smartphone or mobile device the ability to determine if the bottle is authentic or has been opened previously, among other details.

OBJECTIVES: With the introduction of Versos 1891 we had two objectives: pay homage to Manuel Barbadillo, one of the most important figures in the winery’s history, and; elevate awareness of the Barbadillo brand, since only the winery with the oldest and finest sherry could launch such an oenological jewel.

PRINCIPAL ACTIVITIES: Product presentation in London as well as the launch of the Thinfilm ‘smart’ bottle label technology during a presentation in Barcelona at Mobile World Congress, which generated a frenzy of media coverage. The creation of the Narrativa Breve Versos 1891 was celebrated by the Real Academia Española (Royal Spanish Academy).

RESULTS: We gained international media coverage with ROI value of 3.000.000 euros. The literary event generated media coverage that has contributed to the company earning three Luxury Advertising Awards.

DATA SHEET

Advertiser: Barbadillo
Product: Vintage medium-dry sherry
Brand: Versos 1891
Bottle Design: Optima Design
Case Design: Infinite Quality
Press: Hope & Glory/UK
Literary Awards Event: Primar (Spain)
Team: Patrice Rouillard (Optima Design), Oscar Martos (Infinite Quality), Jane Murdoch and Don Ferguson (Hope & Glory / UK) and Rodolfo Garcia de la Rosa (Primar).

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