



BOUCHARD PÈRE & FILS

FONDÉE EN 1731

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BOUCHARD PÈRE & FILS UNVEILS A NEW VISUAL IDENTITY AND REDESIGNS ITS RANGE IN 3 COLLECTIONS

This coming October, Maison Bouchard Père & Fils, the prestigious Burgundy wine house, will unveil **a new visual identity**. The project was entrusted to Agence Pierre Katz, a leading authority in brand identity; **the redesign covers the emblem, the signature, and the packaging of the wines.**

After an in-depth study of the Bouchard Père & Fils archives, Pierre Katz, designer and typographer, designed a new charter to express **the reference status in Burgundy** whilst asserting **values linked to excellence and hedonism.**

The coat of arms has been reworked with more voluptuous forms, and the typography has been redrawn in robust and brilliant lettering, with distinctive elements inspired by the Maison's historic signatures.

The packaging of the wines has also been completely redesigned in a spirit of simplicity and elegance. The labels adopt a background of natural white that is much more luminous, and an absolutely refined style where only the brand and the appellation are distinguished. The neck label contains the original identity crescent as well as an indication of the vintage.

The new identity thus symbolises a return by Bouchard Père & Fils to its deep nature in its most contemporary expression.

To support amateurs in their discovery of the fine Burgundy wines, Bouchard Père & Fils has chosen to present its range in collections, with **three degrees of approach and tasting.**



Discoveries Collection



Treasures Collection



Icons Collection

The Discoveries collection is an **invitation to initiation**. Bouchard Père & Fils has brought together all its Regional Appellation wines, as well as the Villages from the Côte Chalonnaise and the Mâconnais. It is the entrance key to discovering and understanding Burgundy wines, and sharing all their conviviality.

With the **Treasures collection** comes the time to **learn about “terroirs” and its expressions**. Bouchard Père & Fils has selected all the Villages and Premiers Crus from the Côte de Nuits and the Côte de Beaune, as well as the Premiers Crus from the Côte Chalonnaise. They represent the richness and subtlety of the “Climats de Bourgogne”.

Finally, the quintessence of Burgundy is expressed in the **Icons collection**. Bouchard Père & Fils has gathered together all its Grands Crus, and has highlighted four emblematic and singular Premiers Crus. The Icons embody the quintessence of Burgundy, and have shaped its worldwide renown.

About Bouchard Père & Fils

Founded in 1731, Maison Bouchard Père & Fils has, over time, become an exceptional estate that currently covers 130 hectares, including 12 hectares of Grands Crus and 74 hectares of Premiers Crus. The Maison offers an extraordinary mosaic of the most prestigious appellations from the Burgundy vineyard.

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