

LA FREIXENEDA, OR HOW TO CREATE A SUCCESSFUL DIFFERENTIATION

“ *Choosing Vinolok to seal our top premium red wine La Freixeneda allowed us to enhance our premium image while combining environmental awareness with reliable wine quality preservation* ”

Josep Buján, Technical Director of New Projects, Freixenet Group



@vinolok

La Freixeneda: A top premium red wine in the Cava empire

When the project of making **La Freixeneda** began, the first objective was to create something different, a wine different from all the others made in the Freixenet Company,” explains Josep Buján, technical director of the Freixenet Group. And, as a tribute to the group’s origins, the wine would be integrally produced in one of the group founder’s “finca”^{*} named La Freixeneda, which mean “ash tree grove” in Catalan, in existence since the 13th Century and located in the Alt Penedès region. To create something different, Buján decided to elaborate on a red wine inspired by the great Amarones of Italy. The first vintage created was 2011. No other wine is made in this winery, and there are no similar wines in the group. The wine undergoes an ageing period of 2.5 years in a big wooden cask before bottling. “Once bottled, the wine is ready to drink,” says Buján. The 2012 vintage is also available in bottle today and the 2013 is about to be bottled.

^{*}Property, estate

History of La Freixeneda

- Began production in 2011
- Made from Grenache & Cabernet Sauvignon
- Originated in Catalunya (DO)
- Winemaking:
 - Grapes are cooled at 2°C for 2 days
 - 30% of grapes are dried for 10 days before fermenting
 - Lowest oxygen exposure during winemaking
 - No filtration or stabilization
 - Low sulfites
- Ageing for 2.5 years into 1,200 L wood cask (non-toasted Slovenian oak)
- Bottled with high protection against oxygen

– *La Freixeneda's wine style and specific winemaking process is not the only difference that the company created. A unique and specific package has also been designed to contribute to the wine's premium and prestigious positioning.* –

Packaging choices: Reuniting ecological and luxury aspects

To differentiate the fresh new brand La Freixeneda, a specific packaging was chosen. The environmental aspect was the first criteria driving the decision, along with the need to create something special with a touch of luxury leading to premium positioning. This is how the Vinolok closure was chosen to seal the wine. A black low-top Vinolok is used, with logo printing in gold on the top. "La Freixeneda is the only brand we put under Vinolok for the moment, as we wanted that the glass closure be part of the product specificity," says Josep Buján. To complete this approach, the company created a patented label made of ash wood (like the numerous ash trees—"freixe" in Catalan—populating the "finca").



Josep Buján, Technical Director ©Freixenet

"The wine preservation is excellent!"

Choosing Vinolok was primarily to use a sustainable solution. The closure is made of glass and it is a natural material. Initially, we had no expectation regarding shelf life and wine preservation. And we were greatly surprised how well the 2011 La Freixeneda was preserved 2.5 years after bottling. Once the 2013 vintage will be available, we would like to organize a vertical tasting."

Benefits: Creating a premium image

As a specific product, La Freixeneda also goes to a specific positioning. "This is a top premium wine, due to its quality and special positioning. With it, we create a high-level image, something completely different from Freixenet. We have just created a new structure to sell our premium brands. We sell this wine only in fine restaurants, in our wine store in Barcelona* and Ex Cellar, which represents 50 percent of our sales," says Josep Buján.

The wine's Ex Cellar price is 40 € and it is sold at 60-70 € in restaurants.

"We used a 70 USD Napa Valley Cabernet Sauvignon closed with Vinolok as a benchmark," explains the enologist. Today, 8,000 bottles of the wine are sold per year. The Freixenet Company's goal is to reach 15-20,000 bottles, as maximum quantity.

*Tannic by Freixenet, www.tannicbyfreixenet.com

"Vinolok creates a high image and premium position for the winery that helped penetrate the top premium market."

Contact Us

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