

New packaging for Drostdy-Hof

Drostdy-Hof has revitalised its packaging, with a new, cleaner premium look that reflects new print techniques on bottles and boxes for greater shelf standout. Unique to South Africa, the boxed wines are distinguished by both gloss and embossed components that enhance their eye-catching appeal.



A drawing of De Oude Drostdy, the 1804 national monument designed by Louis Michel Thibault, is given greater prominence on all the boxed and bottled packs. The building is shown set against the lightly snow-brushed mountains that surround Tulbagh. The boxed version of the wine also shows a clear colour shot of the brand home under a summer blue sky. Every wine in the boxed range also carries a colour image of its bottled counterpart to underscore that the contents of both boxed and bottles are identical.

The brand architecture had also been simplified, with the core and Winemaker's Collection ranges now condensed into a single tier of blended and varietal wines. The wines are available from leading stores countrywide and retail for around R30 for the bottled whites and R35 for the bottled reds, while the bag-in-box offerings are priced between R80 and R115.

For more information, go to www.drostdyhof.com.