

## New labels **FINCA MARTHA**

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Since we are proactive, have a unique style and like to overcome ourselves day by day, we redesigned Finca Martha's varietal labels. We believe that this new image will generate greater identification and empathy with our consumers.

The design we chose expresses our personality: young, premium and exceeding our quality in every segment. By differentiating each varietal with a different color we were able to personalize them, giving them identity and own life.

Through this, we seek that our consumers can feel them as their own and connect them with particular situations of their lives. We try to make simple moments unique and unforgettable.

Attention and dedication were essential tools to create this new label and thus convey that genuineness, spontaneity and young spirit that identifies us so much.

