

05 Brand & Trade Development

Bring the story, wines and commercial material up to the standard of the product.

BEST SUITED TO

Independent producers and established brands preparing for a launch, trade conversation or fresh market push.

OUTCOME

A coherent commercial toolkit that helps the brand present and sell itself properly.

WHAT IT CAN INCLUDE

- Positioning, brand story and founder profile
- Trade presentations, tasting notes and sales sheets
- Product and lifestyle content for digital channels
- A clear route linking the website, online shop and enquiries

WAYS TO WORK WITH US

Trade Essentials **From R9,500**

Positioning review, concise trade presentation and one priority sales or product sheet.

30 Day Brand and Trade Relaunch **Pilot price R15,000**

Messaging, founder and range story, trade toolkit, launch content and journey review.

Full launch programme **Quoted to brief**

Broader support involving a website, content, photography or several trade deliverables.

HOW IT WORKS

01 Define the goal	02 Confirm the core story	03 Build the toolkit	04 Launch with a clear route
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START WITH A CLEAR BRIEF

Start with the commercial job the brand must do. The five points below keep the work connected to the right audience and opportunity.

Commercial goal	Audience	Core story	Materials	Timing
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Scope Logo redesign, packaging design, printing, photography, advertising, media spend, major website work and ongoing management are separate unless included in the written scope. Project work normally starts with a 50 percent deposit.