**Vine Roots the memory of the terroir.**

**RESUMEN**

e memory of the terroir.

Vine Roots recalls the handcrafted esthetic of the traditional botanical notebooks used by the vigneron in his quest of finding the essence and rescuing the memory of the terroir. An iconic design which serves itself from the handmade annotations and letterhead motifs to show his creator’s caress and detail.

We obtain an iconic wine with a powerful storytelling to complete portfolio.

Vine Roots is a personal wine Project created to value the terroir from which it acquires its shades. The estate where it comes from has a privileged location that is enhanced by being surrounded by a large variety of aromatic plants.

We are dealing with a limited edition wine, of strong nature and exclusiveness, which seeks and experienced international public. Our suggestion for the packaging focuses on this international consumer’s profile, expressing in its most visual aspect the essence of its personality and the memory of the estate.

Storytelling

Our graphic proposal recalls the handcrafted esthetic of the traditional botanical notebooks used by the vigneron in his quest of finding the essence of his estate. We highlight the manual illustrations of the roots from the aromatic herbs selected from the terroir; we simulate the vigneron’s handwriting and the ex libris seals from the first years of printing.

Graphic Solution

The memory of the territory sleeps on its roots, invisible at first sight, but relevant and unique like the awakening of its fruits. The vigneron’s passion to catch this memory will lead him to document his quest; he will make a note of each tonality and scent gathered for Vine Roots mixture. With this field notebook the vigneron engages us in the care of his quest.