

Univitis unveils the New Label for Côté Atlantique

A more meaningful label created by an artist.

Univitis is proud to announce the relooking of the labels for its new vintage of IGP Atlantic rosé for summer 2024. This edition stands out with six artistic landscapes celebrating the diversity of the Atlantic coast. Each of the six illustrations will be printed in 6 random colors, providing a total of 36 different labels.

Created by Andi Bell Art, these new labels showcase a minimalist yet meaningful style reminiscent of a postcard. The pastel tones and iconic lines of Côté Atlantique remain fully present to maintain the brand identity.

A strategic and necessary choice to give a fresh boost to the Côté Atlantique brand image and to remain attractive in a highly competitive market.

"Despite very good commercial performances over the past two years, it was necessary to revitalize the labels by getting even closer to our territory: the Atlantic coast," says Romain Villard, Univitis General Manager.

The 2023 vintage of Côté Atlantique rosé will be available in all major retailers in western France and various export markets from February 2024.



For more information or any other inquiries, please contact our Marketing Manager, Camille Badoc: c.badoc@univitis.fr

About Univitis:

Cooperative winery for 40 years.

As a historic cooperative with 135 members, located at the crossroads of the Bordeaux, Bergerac, and Duras vineyards, it has 2 physical stores in Les Lèves-et-Thoumeyragues and Villefranche-de-Lonchat, as well as its own bottling line.

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