

WELCOME

Lan *lovers*

BRAND PRESENTATION

A man in a dark blue shirt and a dark cap is seen from behind, carrying a large black plastic basket filled with dark grapes on his shoulder. He is wearing green gloves and is reaching up towards a vine. The background shows a vast vineyard with rows of grapevines and distant mountains under a clear blue sky. The word "Lan" is written in a light blue serif font in the top right corner.

Lan

The world and the wine market are
changing very quickly. We also
needed to change.

At Lan we have renewed ourselves to face this challenge
with energy and optimism and lead a new way of
communicating wine and being closer to the consumer.

It's time: to react

“It is not the strongest of the species that survives,
nor the most intelligent, but the one that is most
adaptable to change”.

Charles Darwin

A new  PLAN



Creating the world of LAN lovers

New Lan's Journey

2023

2024

2025

EMOTIONAL RESEARCH
REVELATIONS

BRAND HEALTH CHECK
LAN BRAND EQUITY

BRIEFING CREATING THE
WORLD OF LAN LOVERS
PITCH & DEBRIEF

NEW BRAND
PLATFORM PROJECT

PACKAGINGS &
BRAND EXECUTION



TARGETS
EMOTIONS
TERRITORIES

BRAND EQUITY
LAN STATUS

BRANDING AGENCY

New BRAND PLATFORM
NEW IDENTITY

NEW PACKAGING

Study of emotions

by THE COCKTAIL

EMOTIONS associated to wine consumption

Enjoyment
Contentment
Love

It's time: brand

PREMISE

It's not about Wine.
It's about Me.

We want to return the spotlight to people, to make them owners of their time, their decisions, and their way of living and enjoying again.

PREMISE

It's not about to be simple.
It's about to uncomplicate,
be understandable.

It's time to simplify wine, to make it more accessible and understandable for everyone. Today, we want wines that are easy to drink, understand, and enjoy, where what matters is not how much you know about wine, but how much you enjoy it. We don't want to keep building a barrier that doesn't exist in other categories.

PREMISE

It's not about product,
It's about attitude.

We want to create an attitude-driven brand that can connect with our audiences on a lifestyle level, a way of understanding the world, beyond the product.

PREMISE

It's not about be feminine.
It's about to demasculinize.

Rioja is a masculinized and traditional category; we want to soften it and make it more accessible for everyone. A modern vision of today's society, without impositions or stereotypical codes.

PREMISE

It's not about Rioja,
It's about the land of Rioja

We make our wines in Rioja, but that doesn't mean we are just a Rioja. We have the spirit and terroir of this land, but the determination of those who want to go further.

PREMISE

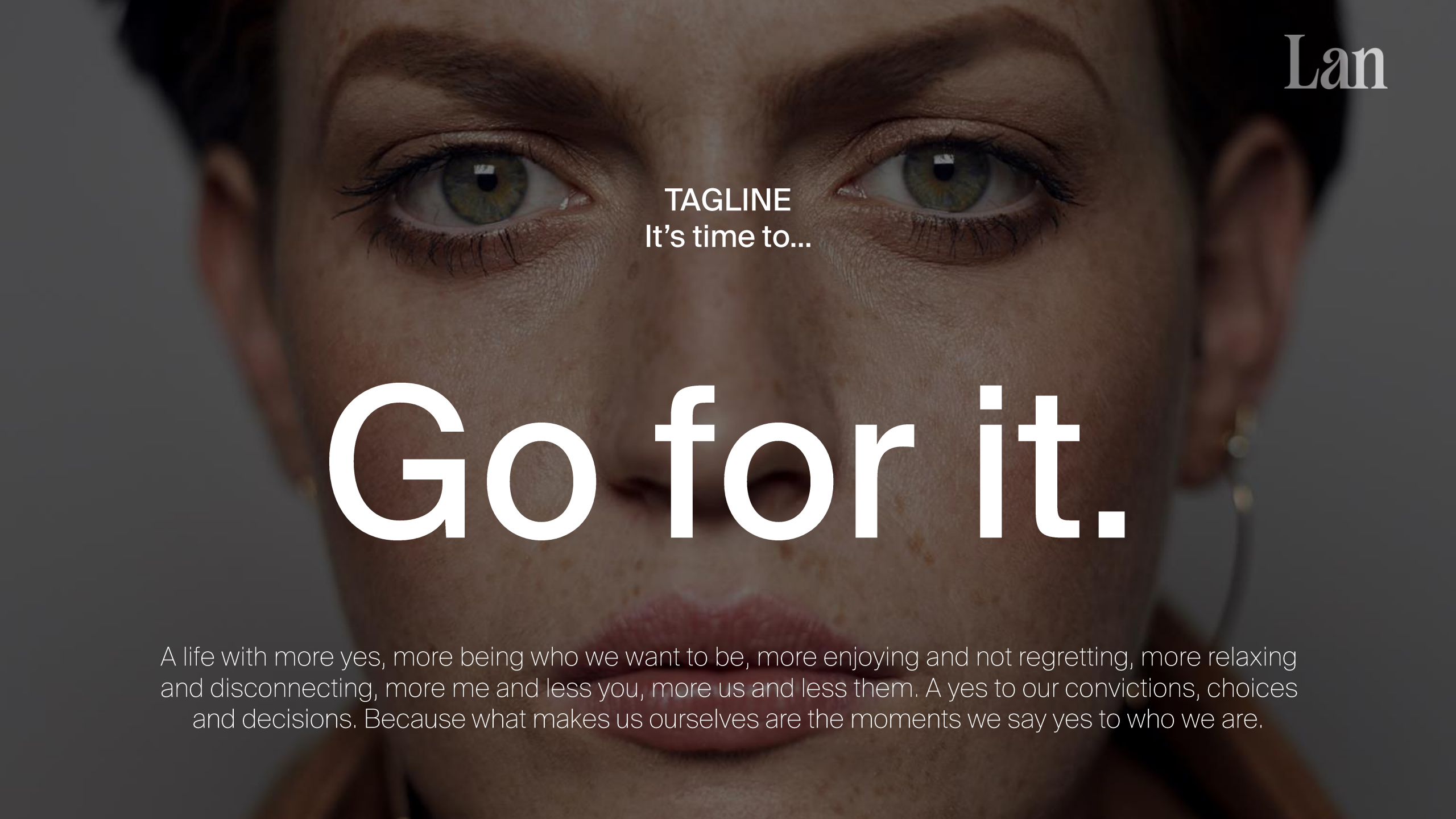
It's not about bravery,
It's about to take the control.

When we talk about courage, we talk about the will to take back control of our lives, to do things our way, to say yes to being who you are.

Purpose

Inspire people so they can say yes, living
and enjoying what really matters to them,
truly

An attitudinal position, defender of our convictions, whatever they may be, providing
a space to live and enjoy them.

A close-up, high-resolution photograph of a woman's face, focusing on her eyes and freckles. The image is slightly desaturated and serves as the background for the text.

Lan

TAGLINE
It's time to...

Go for it.

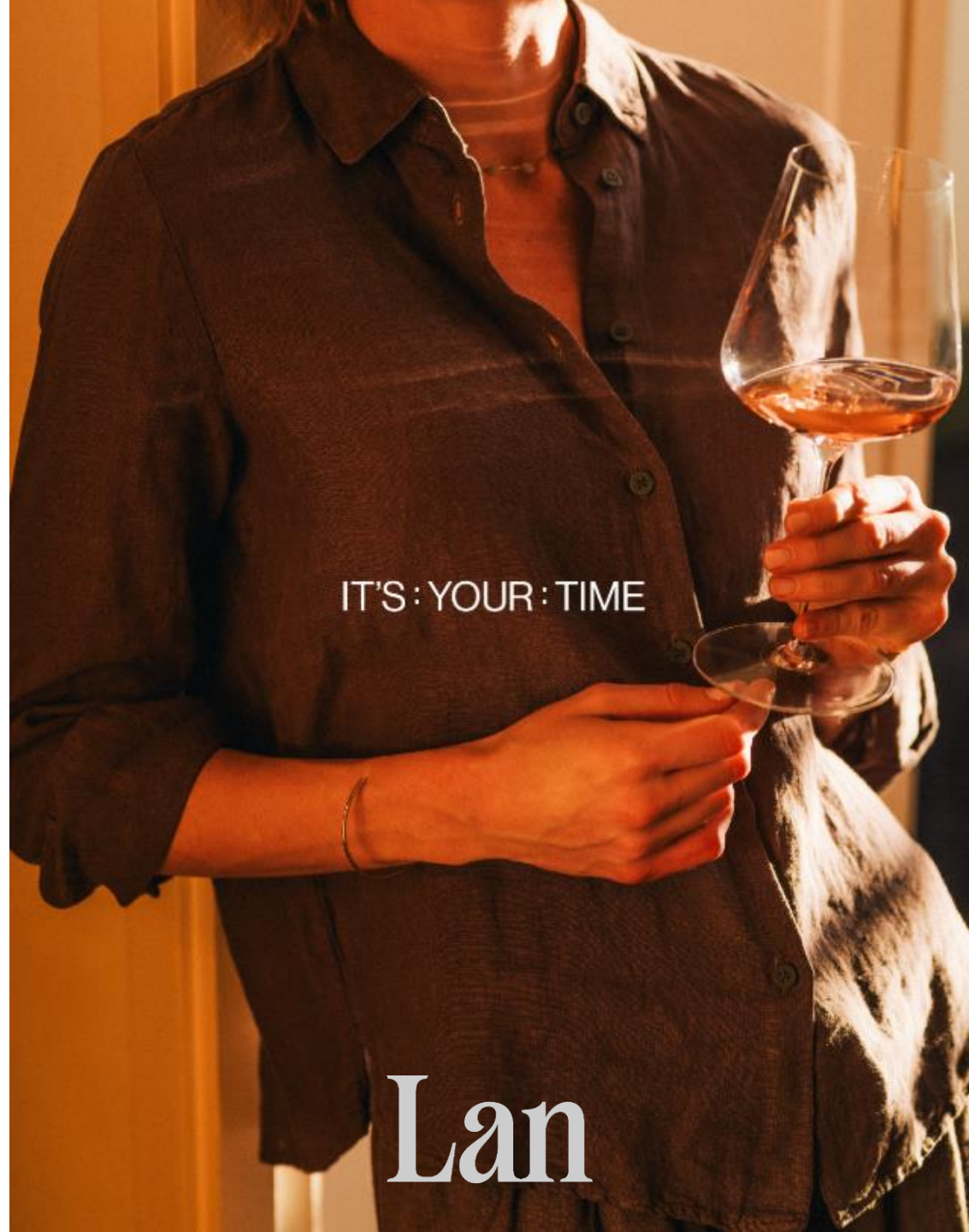
A life with more yes, more being who we want to be, more enjoying and not regretting, more relaxing and disconnecting, more me and less you, more us and less them. A yes to our convictions, choices and decisions. Because what makes us ourselves are the moments we say yes to who we are.

It's time: for a new identity

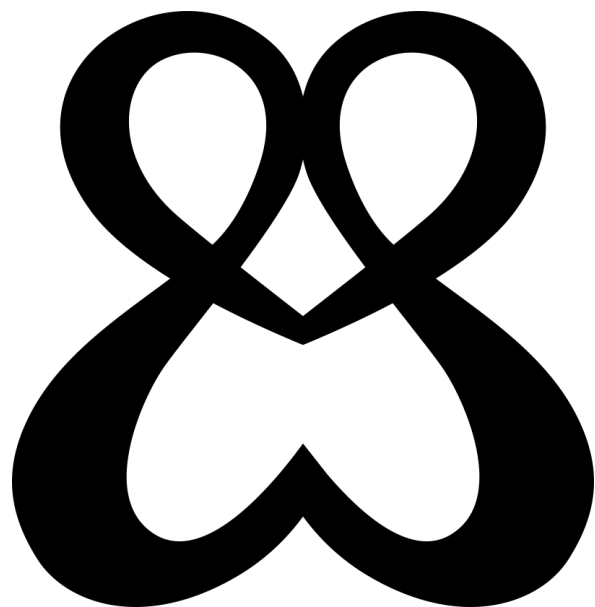


Lan

Lan



LAN LOVERS MONOGRAMA

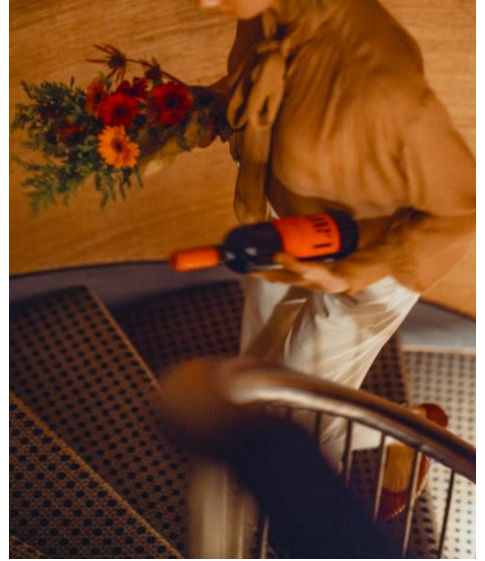


A symbol of love for life and what
we want to do. A meaningful gift
for our consumers.

What do you feel? It is yours



IT'S: Lan :TIME



Packaging

Packaging is the reflection of our Brand's soul.

Nothing is random. Everything responds to the Brand platform, to generate emotions: enjoyment, contentment and love.

A monolithic Brand aimed to connect with the consumer's attitude throughout its portfolio. Aspiring to be more than a packaging, a LoveMark flag.

What do we want

Elevate perception.
Strengthen brand recognition.
Create a common thread.
Connect with audiences.
Generate empathy.
Personalization



RIOJA
Denominación de Origen Calificada

CRIANZA : 2021

Lan



Lan

CRIANZA 2021

RIOJA
Denominación de Origen Calificada

Disfruta del Crianza de Lan. Piensa en lo que realmente quieres. Apunta la hora. Sonríete. Date un sí. **ES: TU MOMENTO**
Enjoy Lan's Crianza. Think about what you really want. Note the time. Smile. Go for it. **IT'S: YOUR TIME**

TU MOMENTO



RE-801-LO

Embotellado por Bodegas LAN, S.A.
Fuenmayor, España.
Product of Spain
bodegaslan.com

CONTIENE SULFITOS. CONTAINS SULPHITES. BEVAT SULFIETEN. SISÄLTÄÄ SULFITTEJA. INNEHÅLLER SULFITER. TARTALMAZ SZULFITOK. ZAWIERA SIARCZYNY. SZULTITOT TARTALMAZ. ТЕРПЕКСІ ОЕІОAH ENHTÄLT SULFITE SATUR SULFITUS.

75cl | 13,5% Vol.



PART OF
SOGRAPE



VALOR ENERGÉTICO / ENERGY
100ML: E= 326 kJ/ 78 Kcal
INGREDIENTES / INGREDIENTS

Lan

RIOJA
Denominación de Origen Calificada

CRianza : 2021

Lan



Lan
CRIANZA 2021

RIOJA
Denominación de
Origen Calificada

Disfruta del Crianza de Lan. Piensa en lo que realmente quieres. Apunta la hora. Sonríete. Date un sí. **ES : TU : MOMENTO**

Enjoy Lan's Crianza. Think about what you really want. Note the time. Smile. Go for it. **IT'S : YOUR : TIME**

TU MOMENTO _____ :



Embotellado por Bodegas LAN, S.A.
Fuenmayor, España.
Product of Spain
bodegaslan.com

PART OF
SOGRAPE

CONTIENE SULFITOS CONTAINS SULPHITES BEVAT
SULFITEN SISÁLTÁK SULFITTEJA INNEHÁLLER
SULFITER TARTALMAZ SZULFITOK ZAWIERA
SIARCZYN SZULTYTOT TARTALMAZ TARTALMAZ
BEIÖÄH ENHTÄLT SULFITE SATUR SULFITUS.

75 cl | 13,5% Vol.



VALOR ENERGÉTICO / ENERGY
100ML: E= 326 KJ/ 78 KCAL
INGREDIENTES / INGREDIENTS



Wrap-around labels

Lan



BRAND



EMPATHY



PERSONALIZATION



Satisfy + Simplify

Good wines
Simple decisions

LIFE LOVERS

LAN VERDEJO (White)
LAN ROSADO (Rosé)
LAN CRIANZA (Red)

EMPATHY



Satisfy + Inspire

Attractive and inspiring.
Affordable luxury

WINE LOVERS

LAN ECOLOGICO (Xtreme)
LAN D12
LAN A MANO

PASSION



Satisfy + Surprise

A unique style based on elegance
and finesse. Tradition with the
Lan twist.

LAN FANS

LAN RESERVA
LAN GRAN RESERVA

CONNECTION



Simplify

Lan

Empathy
Beauty
It's: your: time

Everyday
moments.
It could be me.



Crianza

Lan

RIOJA
Denominación de Origen Calificada

CRianza : 2021

Lan



Lan
RIOJA
Denominación de Origen Calificada
CRianza 2021

Disfruta del Crianza de Lan. Piensa en lo que realmente quieres. Apunta la hora. Sonríete. Date un sí. ES : TU : MOMENTO

Enjoy Lan's Crianza. Think about what you really want. Note the time. Smile. Go for it. IT'S : YOUR : TIME

TU MOMENTO _____ :



Embotellado por Bodegas LAN, S.A.
Fuenmayor, España.
Product of Spain
bodegaslan.com

PART OF
SOGRAPE

CONTIENE SULFITOS / CONTAINS SULPHITES / BEVÁT SULFITEN / SÜLFOZÁR / SULFITTEJA / INNEHÄLLER SULFITER / TARTALMAZ SZULFITOK / ZAWIERA SIARCZYNY SZULTYTOT / TARTALMAZ (PEPEXEI) ÖLDÖGÉN ENHÍTALT SULFITE SÁTOR SULFITUS.

75 cl | 13,5% Vol.

8 413472 050954



RECICLA
Al Amarillo



RECICLA
Al Verde

VALOR ENERGÉTICO / ENERGY
100ML: E= 325 KJ / 78 KCAL
INGREDIENTES / INGREDIENTS



Verdejo

Lan

RUEDA
Denominación de Origen

VERDEJO : 2024

Lan



Lan
VERDEJO 2024

Disfruta del Verdejo de Lan. Piensa en lo que realmente quieres. Apunta la hora. Sonríete. Date un sí. ES : TU : MOMENTO

Enjoy Lan's Verdejo. Think about what you really want. Note the time. Smile. Go for it. IT'S : YOUR : TIME

TU MOMENTO _____ :

EMBOTELLADO POR BODEGAS LAN, S.A.
RUEDA VALLADOLID ESPAÑA N.R.E. 817-VA-00
PRODUCT OF SPAIN | bodegaslan.com PART OF **SOGRAPE**

CONTIENE SULFITOS / CONTAINS SULPHITES / BEVAT SULFITEN
SISÄLTÄÄ SULFITTEJA / INNEHÅLLER SULFITER / TARTALMAZ
SZULFITOK / ZAWIERA SIARCZYNY / SZULTIOT / TARTALMAZ
TÉPÉKEI / SOGAH ENHÍTÁLT / SULFITE SATUR / SULFITUS.

INGREDIENTES / INGREDIENTS

VALOR ENERGÉTICO / ENERGY
100ML: E+ 309 KJ / 74 Kcal

75 cl | 13% Vol.

RECICLA Al Verde

RECICLA Al Verde

8 413472 000478

RUEDA
DENOMINACIÓN DE ORIGEN



Rosado

Lan

RIOJA

Denominación de Origen Calificada

ROSADO : 2024

Lan



Lan

RIOJA

Denominación de Origen Calificada

ROSADO 2024

Disfruta del Rosado de Lan. Piensa en lo que realmente quieres. Apunta la hora. Sonríete. Date un sí. ES : TU : MOMENTO

Enjoy Lan's Rosado. Think about what you really want. Note the time. Smile. Go for it. IT'S : YOUR : TIME

TU MOMENTO _____ :



Embotellado por Bodegas LAN, S.A.
Fuenmayor, España.
Product of Spain
bodegaslan.com

PART OF

SOGRAPE

CONTIENE SULFITOS CONTAINS SULPHITES/NOVAT SULFITEN SISÁLTÁÁ SULFITTEJA INNEHÄLLER SULFITER TARTALMAZ SZULFITOK ZAWIERA SIARCZYNW SZULTIOTOT TARTALMAZ (PEPEXES) BODAG ENWITÁLT SULFITE SÁTUR SULFITUS.

75 cl | 13% Vol.

8 413472 000522

RECICLA

Al Anverso

RECICLA

Al Verso

VALOR ENERGÉTICO / ENERGY

100ML: E= 317 KJ/ 76 KCal

INGREDIENTES / INGREDIENTS



Inspire

Authenticity
Passion for wine.
Origin & Culture.

Wine lovers look
& feel

Lan



Ecológico

Lan

RIOJA
Denominación de Origen Calificada


LAN ECOLÓGICO
CRIANZA : 2021

Lan



LAN
ECOLÓGICO
CRIANZA : 2021

RIOJA
Denominación de
Origen Calificada

Del cariño por la tierra, el respeto por lo nuestro y honrar las buenas costumbres, nace esta historia. Apunta tu nombre y empieza la tuya, date un sí.

This story is born from love for the land, respect for what is ours and honoring good customs. Write down your name and start yours, go for it.

TU MOMENTO _____ :



Embotellado por Bodegas LAN, S.A. Fuenmayor, España.
Product of Spain. bodegaslan.com

RE.801-LO

PART OF



SOGRAPE



ES-ECO-035-RI
Agricultura UE

CONTIENE SULFITOS / CONTAINS SULPHITES / BEVAT SULFIETEN / SISÄLTÄÄ SULFITTEJA / INNEHÅLLER SULFITER / TARTALMAZ SZULFITOK / ZAWIERA SIARCZYNY / SZUKTITOT / TARTALMAZ TIEPIKEXI / GEIÖDÄH ENHÄLT SULFITE SATUR SULFITUS.

75 cl | 13,5% Vol.



8 413472 050954



RECICLA
Al Anverso

RECICLA
Al Verso

VALOR ENERGÉTICO / ENERGY
100ML: E* 329 KJ / 78 KCAL
INGREDIENTES / INGREDIENTS



D-12

Lan

RIOJA
DENOMINACIÓN DE ORIGEN CALIFICADA

LAN D-12
CRIANZA : 2021

Lan



LAN D-12
2021

Descubre esos momentos que siempre has querido vivir, sin miedo a hacer las cosas a tu manera. Es el momento, apunta la hora, date un sí. ES : TU : MOMENTO

Discover those moments you have always wanted to live, without fear of doing things your way. It's time, set the time, say yes. IT'S : YOUR : TIME

TU MOMENTO : _____



Embotellado por Bodegas LAN, S.A.
Fuenmayor, España.
Product of Spain
bodegaslan.com

CONTIENE SULFITOS CONTAINS SULPHITES BEVAT
SULFITETEN ISZÁLLÁK SULFITTEIA INNEHÄLLER
SULFITTER TARTALMAZ SZULFITOK ZAWIERA
SIARCZYNY SZULTITOT TARTALMAZ TIEPIEKELI
BEIGDGH ENHTÁLT SULFITE SATUR SULFITUS.

75 cl | 13,5% Vol.



8 413472 000089

PART OF
SOGRAPE



RECICLA
Al Amarillo



RECICLA
Al Verde

VALOR ENERGÉTICO / ENERGY
100ML: 64 KJ / 15 Kcal
INGREDIENTES / INGREDIENTS



A mano

Lan

RIOJA
DENOMINACIÓN DE ORIGEN CALIFICADA

LAN A MANO

EDICIÓN LIMITADA : 41.850 BOTELLAS
2021 : BOTELLA : 23.580

Lan



LAN A MANO
2021

RIOJA
DENOMINACIÓN DE ORIGEN CALIFICADA

Vive con la misma pasión, cariño y esfuerzo que le ponemos a este vino, y tú también serás leyenda. Apunta la hora, escribe tu nombre, date un sí. ES : TU : MOMENTO

Live with the same passion, love and effort that we put into this wine, and you too will become a legend. Write down the time, write your name, say yes. IT'S : YOUR : TIME

TU MOMENTO _____ :



Embotellado por Bodegas LAN, S.A.
Fuenmayor, España.
Product of Spain
bodegaslan.com

CONTIENE SULFITOS CONTAINS SULPHITES BEVAT
SULFETEN SISÄLTÄÄ SULFITTEJA INNEHÅLLER
SULFITER TARTALMAZ SZULFITOK ZAWIERA
SIARCZYNY SZULTYTOT TARTALMAZ RÉPÉKEI O
ΕΙΟΔΗ ΕΝΗΤΑΙ ΣΥΛΦΙΤΕ ΣΑΤΟΥ ΣΥΛΦΙΤΟΣ

75cl | 13,5% Vol.



8 413472 050015

PART OF
SOGRAPE



RECICLA
Al Amarillo



RECICLA
Al Verde

VALOR ENERGÉTICO / ENERGY
100ML : E- 315 KJ/ 75 KCAL
INGREDIENTES : / INGREDIENTS





Surprise

Intimate & conscious
Connection
Elegance

Elevate perception
through an intimate and
natural connection.

Lan



Reserva

Lan

RIOJA
Denominación de Origen Calificada

RESERVA : 2018

Lan



Lan
RESERVA 2018

RIOJA
Denominación de Origen Calificada

Entre tú y yo, este Reserva es la mejor excusa para sorprenderte y darte ese momento que te mereces. Ahora, apunta tu nombre, date un sí.

Between you and me, this Reserva is the best opportunity to surprise you and offer you the moment you deserve. Now, write down your name, go for it.

TU MOMENTO _____ :



Embotellado por Bodegas LAN, S.A.
Fuenmayor, España.
Product of Spain
bodegaslan.com

CONTIENE SULFITOS / CONTAINS SULPHITES / BEVAT SULFIETEN / SISÄLTÄÄ SULFITTEJA / INNEHÅLLER SULFITER / TARTALMAZ SZULFITOK / ZAWIERA SIARCZYNYW / SZULTTOTT TARTALMAZ (TREPÍKEI) / BEIDAH ENHTÄLT SULFITE SATUR SULFITUS.

75 cl | 13,5% Vol.



PART OF
SOGRAPE



VALOR ENERGÉTICO / ENERGY
100ML: E= 328 KJ / 78 KCal
INGREDIENTES / INGREDIENTS





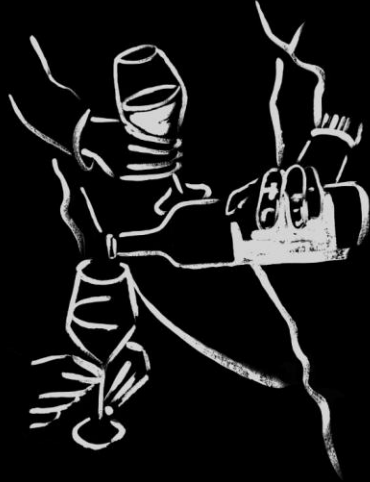
Gran Reserva

Lan

RIOJA
Denominación de Origen Calificada

GRAN RESERVA : 2017

Lan



Lan
RIOJA
Denominación de Origen Calificada
GRAN RESERVA 2017

Lo difícil es esperar para sorprender con un gran momento, lo fácil es ponerlo en esta botella. Ahora, apunta tu nombre, date un sí.
The hard part is waiting to surprise with a great moment, the easy part is putting it in this bottle. Now, write down your name, go for it.

TU MOMENTO _____ :



REBUTLO

Embotellado por Bodegas LAN, S.A.
Fuenmayor, España.
Product of Spain
bodegaslan.com

PART OF
SOGRAPE

CONTIENE SULFITOS / CONTAINS SULPHITES / BEVAT SULFITEN / SISALTÄÄ SULFITTEJÄ / INNEHÄLLER SULFITER / TARTALMAZ SZULFITOK / ZAWIERA SIARCZYNY SZULTYTOT / TARTALMAZ TREPIXEI / BEIQAH ENHTÄLT SULFITE SATUR SULFITUS.

75 cl | 14% Vol.



8 413472 059117



RECICLA
Al Amarillo

RECICLA
Al Verde

VALOR ENERGÉTICO / ENERGY
100ML: E= 331 KJ / 79 KCAL
INGREDIENTES / INGREDIENTS



WINE

Wines

Lan

And the wines...

The world and the wine market are changing very rapidly.

At LAN, we have renewed our spirit to face this new challenge with energy and optimism, pioneering a **new way of communicating** wine and becoming **closer to consumers**, because wine is part of our lives.

With 50 years of history, and **making better wines than ever**, we've changed to build a strong and contemporary brand while offering the outstanding LAN quality wines as always. **Focused on our wines**. Together with a team of renowned wine consultants and our technical team, we have reviewed the range of Lan wines, always striving to make the best possible wines for each identified consumer segment.

Highly recommend



Wine Spectator

Guía Peñín



Decanter
WORLD WINE AWARDS

It's time: brand launch!





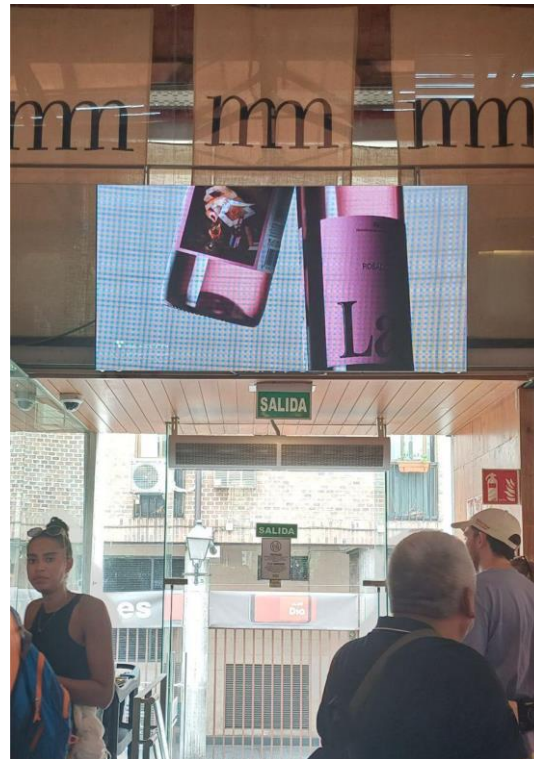




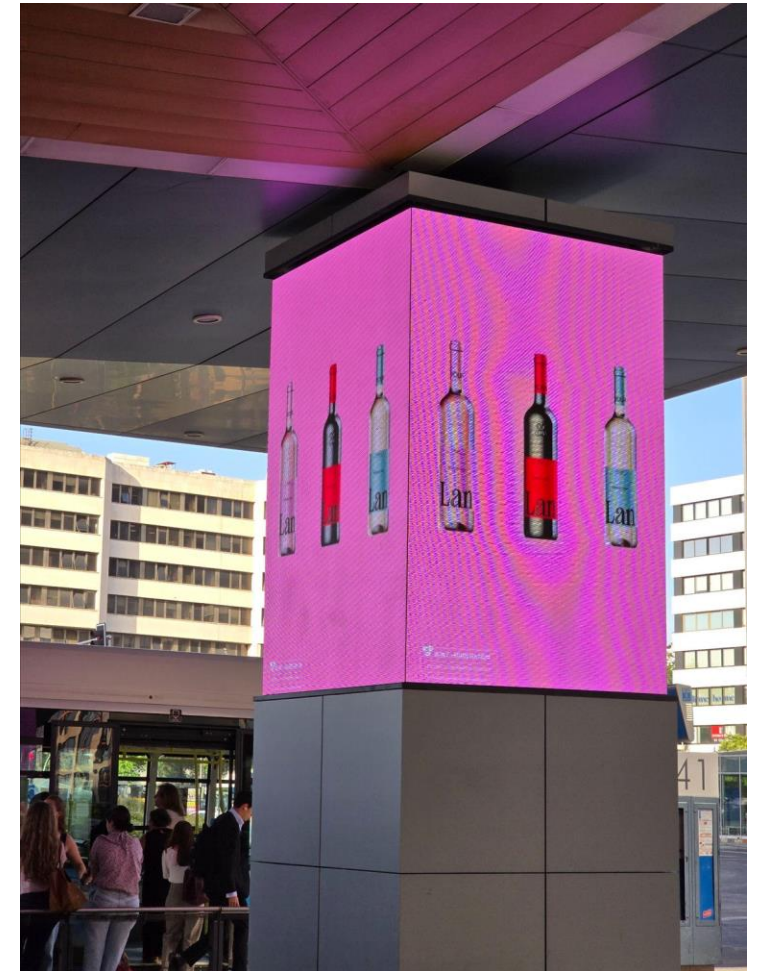
It's time: to communicate

Lánzute

EXTERIOR - Mercado San Miguel (MADRID) L,M,X,J,V Y D 10:00 a 24:00h; V-S 10:00- 01:00



EXTERIOR - Columnas Digitales Plaza Castilla (MADRID) de La V





WINEin**MODERATION**

CHOOSE | SHARE | CARE

"Wine is best enjoyed in moderation. 14'5 ° Vol"

Lanlover

Go for it.