



“
**ONE EYE SEES.
THE OTHER EYE FEELS.**”

Paul Klee



*The creative engine for
food, wine and agriculture*

nijr



Rabobank



Constellation
Brands



WHAT IS A BRAND?

A BRAND IS A PROMISE

Under Armour's secret Olympic mission: Build a faster speedskating suit



"This is the fastest speedskating suit ever made, and it will be the fastest speedskating suit, period," said U.S. Olympic hopeful Patrick Meek of a suit being designed by Baltimore company Under Armour and Lockheed Martin. LUCAS JACKSON/Reuters

By Rick Maese December 24, 2013 [E-mail the writer](#)

Report: Under Armour's uniforms are slowing down U.S. speedskaters in Sochi



By Kevin Kaduk

February 13, 2014 2:53 PM

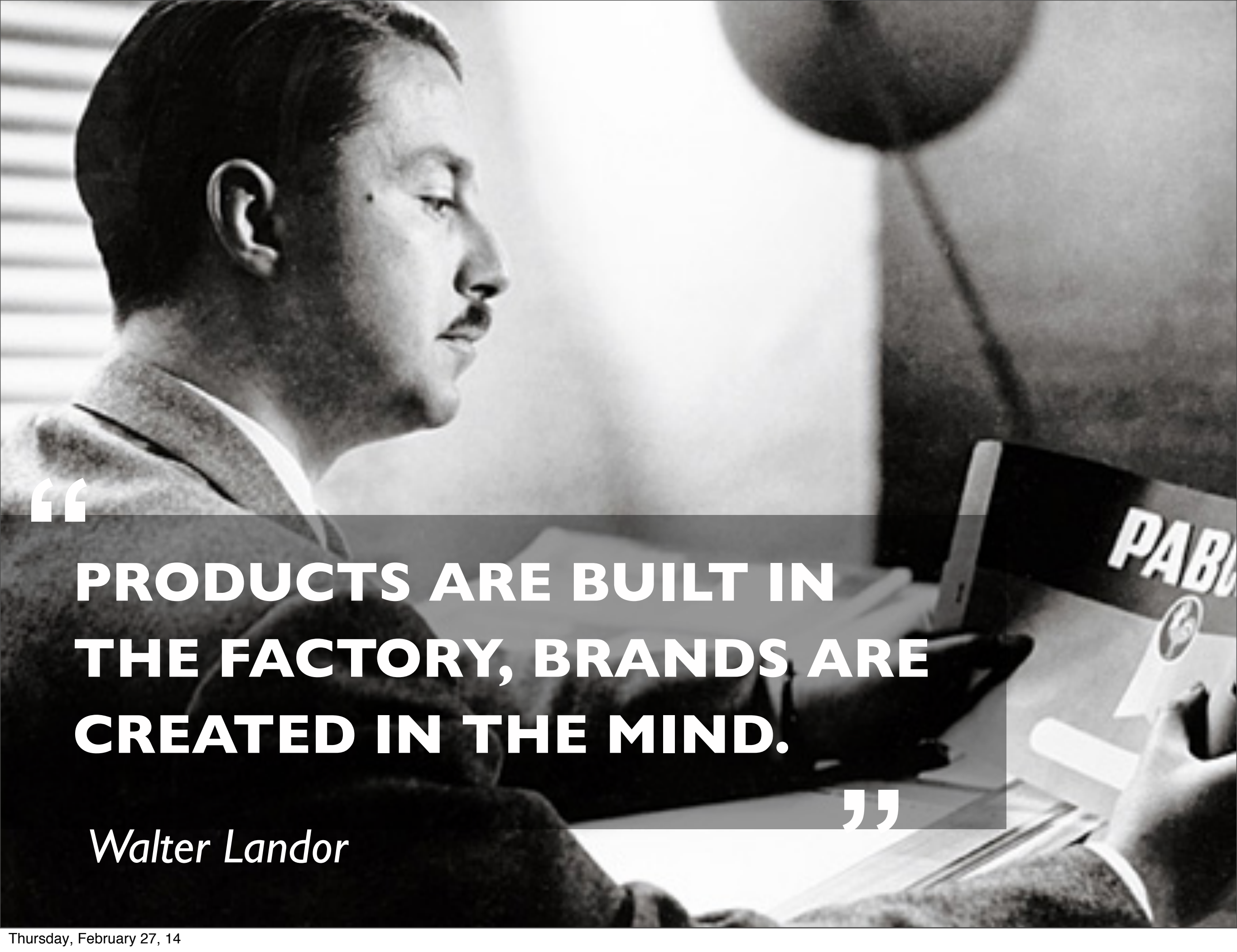
[Fourth-Place Medal](#)



**A BRAND CREATES
AN EMOTIONAL BOND
WITH A CONSUMER**

**BREAK THE *PROMISE*,
BREAK THE *BOND*.**

**A BRAND IS A SET OF
BEHAVIORS; BEHAVIORS
EXHIBITED BY NOT JUST
THE PRODUCT BUT THE
ENTIRE ORGANIZATION
BEHIND THE PRODUCT.**



“

**PRODUCTS ARE BUILT IN
THE FACTORY, BRANDS ARE
CREATED IN THE MIND.**

”

Walter Landor

WHAT IS BRAND IDENTITY?

BRAND IDENTITY IS A TANGIBLE ASSET

YOU CAN...
SEE IT
TOUCH IT
FEEL IT
HOLD IT
HEAR IT
AND WATCH IT
MOVE



**HARLEY
SPIRIT.
YOU'RE
BORN
WITH IT.**



**BRAND IDENTITY IS A
SENSORY MAGNET
THAT ATTRACTS AND
RETAINS CUSTOMERS.**



BRAND IDENTITY

- FUELS **RECOGNITION**,
- AMPLIFIES **DIFFERENTIATION**
- MAKES BIG IDEAS AND MEANING
ACCESSIBLE



**BRAND IDENTITY
TAKES DISPARATE ELEMENTS
AND *UNIFIES* THEM INTO
WHOLE SYSTEMS**

A black and white photograph of Jerry Garcia. He is wearing a dark top hat and a dark jacket over a dark shirt. He has long, dark, wavy hair and is looking directly at the camera with a slight smile. He is holding a dark-colored electric guitar, likely a Gibson Les Paul, and his left hand is on the fretboard. The background is slightly out of focus, showing what appears to be a stage or rehearsal space with some equipment.

“

**YOU DO NOT
MERELY WANT TO
BE CONSIDERED
THE BEST OF THE
BEST. YOU WANT
TO BE CONSIDERED
THE ONLY ONE
WHO DOES WHAT
YOU DO.**

”

Jerry Garcia

WHO ARE YOU?

WHO NEEDS TO KNOW?

HOW WILL THEY FIND OUT?

WHY SHOULD THEY CARE?

WHO ARE YOU?

BE AUTHENTIC.
PACKAGE THE TRUTH.

DISCOVER AND WRITE YOUR STORY.

- THE LAND
- THE FAMILY
- THE FRUIT
- THE CLIMATE
- THE SOIL
- THE LOCATION
- THE PROCESS
- THE PROCESS
- THE TASTE
- THE COLOR
- THE PACKAGE
- THE PAST
- THE FUTURE

THE ONLY-NESS EXERCISE

WHAT: THE ONLY (CATEGORY)

HOW: THE (DIFFERENT CHARACTERISTIC)

WHO: FOR (CUSTOMER)

WHERE: IN (MARKET GEOGRAPHY)

WHY: WHO (STATE OF CUSTOMER EMOTIONAL NEED)

WHEN: DURING (UNDERLYING TREND)

SOURCE: Alina Wheeler, *Designing Brand Identity* and Marty Neumeier of ZAG

Harley Davidson is...

WHAT: THE ONLY MOTORCYCLE MANUFACTURER

HOW: THAT MAKES LOUD MOTORCYCLES

WHO: FOR MACHO GUYS AND MACHO WANNABES

WHERE: MOSTLY IN THE UNITED STATES

WHY: WHO WANT TO JOIN A GANG OF COWBOYS

WHEN: IN AN ERA OF DECREASING FREEDOM

WHO NEEDS TO KNOW?

IDENTIFY **YOUR STAKEHOLDERS**



Source: Alina Wheeler, *Designing Brand Identity*

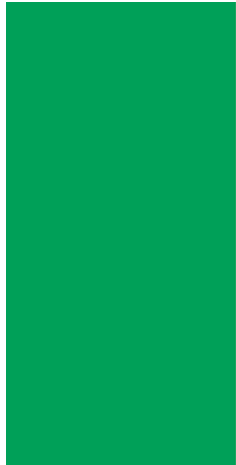
**MAKE IT EASY FOR YOUR
STAKEHOLDERS TO
UNDERSTAND YOUR
DIFFERENCE.**

KNOW **YOUR CUSTOMER**





KNOW **YOUR CATEGORY** **AND YOUR COMPETITION**



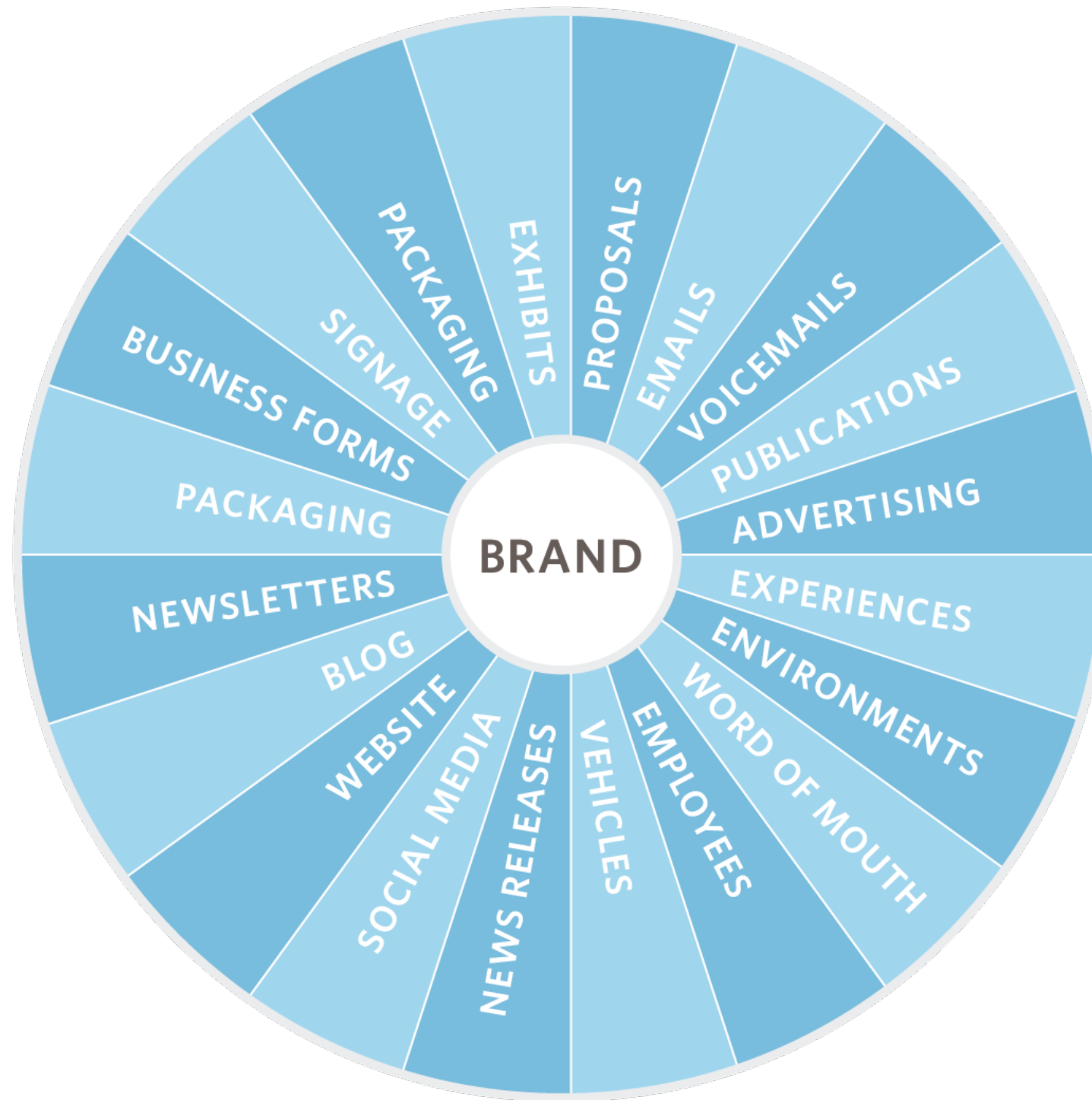
RETAIL RELATIONSHIPS SUCCEED WHEN BRANDS CREATE VALUE

$$\mathbf{V = \$ / Q / T / S / R}$$

VALUE = PRICE / QUALITY / TIME / STRESS / RISK

HOW WILL THEY FIND OUT?

BRAND TOUCHPOINTS



**THE NEW IMPERATIVE OF
BRANDS IS TO MAKE SURE
POSITIVE INFORMATION
ABOUT THEIR PRODUCTS
AND SERVICES EXISTS IN THE
PLACES CONSUMERS ARE
LOOKING.**



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PERRIN FAMILY

THE TABLAS CREEK TEAM

IN OUR COMMUNITY



Our Story

Bringing the Rhône to Paso Robles

Tablas Creek Vineyard is the result of a decades-long friendship between the [Perrin family](#) of Château de Beaucastel and [Robert Haas](#), longtime importer and founder of Vineyard Brands. The families created a [partnership](#) in 1985 and in 1989 purchased a 120-acre property in the hilly Las Tablas district of west Paso Robles for its similarities to Châteauneuf du Pape: limestone soils, a favorable climate, and rugged terrain.

The partners imported the [traditional varietals](#) grown on the Perrins' celebrated estate, including Mourvèdre, Grenache Noir, Syrah, and Counoise for reds, and Roussanne, Viognier, Marsanne, and Grenache Blanc for whites. These imported vines passed a rigorous 3-year USDA testing program, were propagated and grafted in our [on-site nursery](#), and used to plant our [organic estate vineyard](#). [More history »](#)



Tablas Creek Vineyard

Events

Spring VINSider Shipment Tasting Party Sunday, April 13

The Tablas Creek tasting room will be open exclusively for our VINSider Club Members to celebrate our [Spring VINSider Wine Club shipment](#) Sunday, April 13th. VINSiders are invited to come to one of four sessions (10:30am, noon, 1:30pm or 3:00pm) at which we'll taste the wines in the recent shipment paired with small bites prepared by Chef Jeff Scott. [Read More »](#)

Tablas Creek News

Rhone Rangers to Honor Robert Haas with Lifetime Achievement Award

WHY SHOULD THEY CARE?

A black and white portrait of Rudyard Kipling, an older man with a mustache and glasses, wearing a dark suit and a white shirt with a high collar. He is looking slightly to the left. The background is blurred, showing what appears to be a bookshelf.

Rudyard Kipling

“

**IF HISTORY WERE
TAUGHT IN THE FORM
OF STORIES, IT WOULD
NEVER BE FORGOTTEN.**

”



Our
HISTORY

Our
FRUIT

Food
SAFETY

Directions &
CONTACT

A FAMILY TRADITION
for
Generations

learn about our

pears, apples, & cherries



why
family-owned
matters...

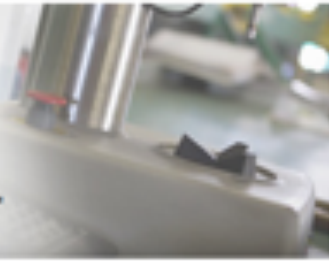
It's simple, really. When your name is on the product, you make sure the product is perfect before it goes to market. That's been our standard for generations at Greene & Hemly, as each piece of fruit builds on our family tradition of excellence, quality and trust. *Click here to learn more about our family-owned difference and how it came to be.*

USDA **SAFETY**

innovators in



SAFETY
first...



purchase a
gift pack
of our apples

innovators in
ORGANIC
farming



meet
VIRGINIA HEMLY CHHABRA
Sixth-generation farmer for Greene & Hemly Inc.



GREENE & HEMLY INC. | 11275 STATE HIGHWAY 160, COURTLAND, CA 95615-9731 | (916) 775-1379



Products



Standards



History

We are a Group of TUSCAN GROWERS

*We're dedicated to providing quality,
traceability and value in every bottle of
extra virgin olive oil.*

IGP Certification — A Declaration of Quality



*Consorzio del'olio Toscano IGP demands the highest standards for extra
virgin olive oil from Tuscany. The certification process consists of*



About Us

Extra Virgin Olive Oil in the Italian Tradition

Certified Origins produces extra virgin olive oil from fruit grown on our small family farms. Within hours of harvest, we press the olives in our state-of-the-art facilities to make the rich, flavorful oil that is the heart and soul of delicious food.

Inspired by our commitment to authenticity, we empower consumers with innovative technology to trace the journey of each bottle back to the groves of its origin. We invite everyone to meet us in the farms that are our homes.



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Our Principles

Quality

Traceability

Freshness

Quality → From traditional cultivation to innovations that guarantee authenticity, all our efforts converge in making extra virgin olive oil with extraordinary flavor.

**“STORY” IS HOW
CONSUMERS
CONNECT BRANDS
TO THEIR LIVES.**



“
**BRANDING IS
WHAT SOMEONE
SAYS ABOUT
YOU WHEN
YOU'RE NOT IN
THE ROOM.**

”

Jeff Bezos

**START TELLING YOUR STORY.
OR SOMEONE ELSE
(YOUR COMPETITION)
WILL TELL IT FOR YOU.**

**DO WHAT YOU CAN TO
CONTROL THE CONVERSATIONS
AROUND YOUR BRAND.**

“

**LET'S GIVE THEM
SOMETHING TO TALK ABOUT.** ”

Bonnie Raitt