Waarburg Wine Estate

Stellenbosch
Stellenbosch

Phone: +27(21) 8800535

Waarburg Wines is located in the Muldersvlei area approximately 15 km north of Stellenbosch on the R304 and 20 km west of Paarl. (Near the N1)The history of the Waarburg property guided the conceptualization process of the development of the Waarburg brand identity. Originally granted to Hercules Van Loon, the first permanent pastor of the Stellenbosch district in the year 1700, Waarburg has an interesting history with significant clerical connection.The essence of the Waarburg symbol is a cross, not in the traditional sense with a longer upright bar and shorter cross bar, but with four equal parts. The symbol is not overtly Christian. Being intricately crafted, itâ€™s design shows nuances of a traditional stained glass window and yet it holds a certain austerity, in keeping with the period. Four fleurs-de-lis are contained within the design, strengthening the French-Rhone style of the Waarburg brand.The Waarburg brand and packaging is designed to communicate with integrity, the history and heritage of Waarburg.The Rhone style of the label as well as the symbol and logotype are the historical cues, which underpin the communication and build gravitas. The large label size provides good on-shelf appeal, whilst retaining the authenticity and sincerity of a premium brand.

Mobile: 0