# Case Study: MVI and Wye Valley Brewery

To mark its 21st anniversary, top UK regional brewer Wye Valley appointed MVI to restyle its corporate and brand logos to present a new unified image to the consumer – and the design won a top national award!

Wye Valley won the award for the Best Packaging Initiative at the Society of Independent Brewers (SIBA) 'Local Brewing Business Awards' in London. The entire range of Wye Valley brands - Wye Valley Bitter, HPA, Butty Bach and Dorothy Goodbody Golden Ale - from pump clips to bottle labels, was redesigned to achieve a sharper, yet traditional image, for the award winning beers.

The judges said of the new designs: 'A well –executed comprehensive and co-ordinated approach. In particular, Wye Valley succeeded in achieving the difficult task of contemporising traditional imagery'.

Said Vernon Amor, Wye Valley Brewery Managing Director, "Coming up with new designs to complement the natural and traditional art of brewing, whilst reflecting the modern appeal of real ale to each new generation, was a huge challenge, and to have our efforts recognised as the very best in their field is an outstanding achievement."
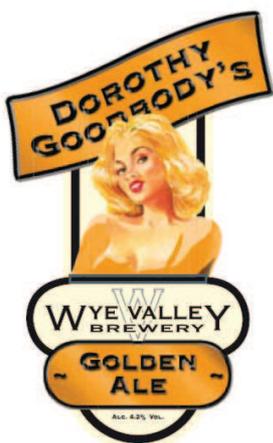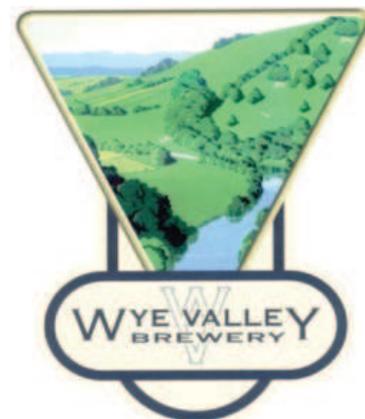
The US Market for High Quality Beers: The Way Forward

Wye Valley wanted an evaluation of opportunities for market expansion in the US as part of the major re- branding strategy detailed above.

MVI's US team surveyed the trends in US "high end" imported beer consumption and especially the competitive environment in which the company would have to succeed. It also evaluated distribution options, a critical factor in US beer imports as there are a host of legal requirements which have to be met.

MVI produced a clear and pro-active plan for major expansion and identified key distributors who could help take the company into the US market as a significant player. An outline support plan was drawn up, as well as a set of specific promotional recommendations.

And Finally...

By working with Market Vision International you can:

- Identify new sales opportunities
- Set & measure customer focussed KPIs
- Retain customers
- Measure perceived service levels
- Increase customer focus
- Benchmark performance