

## **PRESS RELEASE**

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### **Fuga: new brand built by Brandhome**

*The new cava brand is Fuga*

**Brandhome has built the new brand Fuga for the company House of Cava. Several different varieties of cava will appear under the brand in the period ahead. Brandhome was responsible for building the brand, developing its visual identity and producing elements like the labels for the bottles. The Fuga brand will shortly be available in Belgium and abroad via the catering and wholesale sectors.**



Ronny Diricx and Marc Clevers import cava from a number of *bodegas* in Spain. The two entrepreneurs quickly realised that the best way to do this would be under their own brand. Brandhome discussed the values and ambitions of that new brand with them. Brandhome's Nicoline Spruijt: 'Co-creation enabled us to move incredibly quickly in establishing the brand and the identity. The result is a distinctive logo that naturally underpins the sparkling character of cava.'

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

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*Note for editors, not for publication:*

For more information about this press release, please contact Machteld Schierbeek, [machteld.schierbeek@frappa.net](mailto:machteld.schierbeek@frappa.net), +32 3 237 05 95.