

Rue 33 by Sam's Club

Dragon Rouge creates Brand Image for Sam's Club New Vodka Introduction

New York, NY – January 5, 2010 – Premium and ultra-premium brands have been important drivers in the growing vodka category. As Sam's Club, one of the largest membership-only warehouse club retailers in the U.S., seeks long-term growth, it is investigating opportunities in various categories and looking to create proprietary brands that drive club member loyalty.

Sam's Club turned to international brand and design consultancy Dragon Rouge to develop the image for a premium vodka brand that would appeal to consumers looking for finest quality luxuries for everyday enjoyment.

Dragon Rouge created a new brand identity for Rue 33, built around the concept of 'French premier grand cru vodka'. The packaging mixes recognizable design cues from the premium vodka category (frosted background and see through effect) and the wine category (featuring a line of poplars, a traditional iconic representation of wine estates) to reflect the contemporary elegance and charm of the spirit, while subtly referencing the imported heritage of the product. The ultra-premium Rue 33 was created for Member's Mark, a Sam's Club brand known for premium quality and exceptional value.

"The Rue 33 signature identity was created to reflect authenticity, personal craftsmanship and sophistication associated with vodka making; a cool blue glow combines with the red of the brand and the white highlights on the trees to reinforce the French heritage," says Marcus Hewitt, Chief Creative Officer of the New York office of Dragon Rouge.



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“Dragon Rouge undertook a rigorous development process to deliver a unique and creative branding and visual identity solution that positions Rue 33 as an ultra-premium imported vodka,” says Maurice Markey, Sam’s Club’s VP of Private Brands.

Rue 33 will be available in approximately 200 clubs across the country in a 1.75 L size.

ABOUT DRAGON ROUGE

Dragon Rouge (www.dragonrouge-usa.com) is the largest independent brand and design consultancy with offices in New York, Dubai, Hamburg, London, Paris and Warsaw. The firm develops brands around three areas of expertise: brand strategy, design and innovation.

ABOUT SAM’S CLUB

Sam’s Club is a division of Wal-Mart Stores, Inc. (NYSE:WMT). The first Sam’s Club opened its doors in Midwest City, Okla., in 1983. Today, Sam’s Club serves more than 47 million U.S. Members with locations nationwide and in Brazil, China, Mexico and Puerto Rico. Sam’s Club offers exceptional values on merchandise and services for business owners and consumers. Online merchandise and Club information is available at samsclub.com.
