



EL
MIRACLO

- MAKE IT HAPPEN -

VG
VICENTE GANDIA
SINCE 1885

In 2020 Vicente Gandía commemorates it's 135 anniversary

El Miracle gives a big leap forward re-inventing the brand concept and positioning of this legendary wine brand.

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It's a miracle that you're here,
that you've chosen this bottle,
that you're reading these words.
We often dream so big that we
forget about the wonderful things
happening around us every day.



nº01

Red

Bobal
Cabernet Sauvignon

D.O.P Valencia



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A surprise trip, that song that took you back to your childhood, or the strange coincidence of finding love... in the end, miracles are just extraordinary events – and life is full of them.



n°03

White

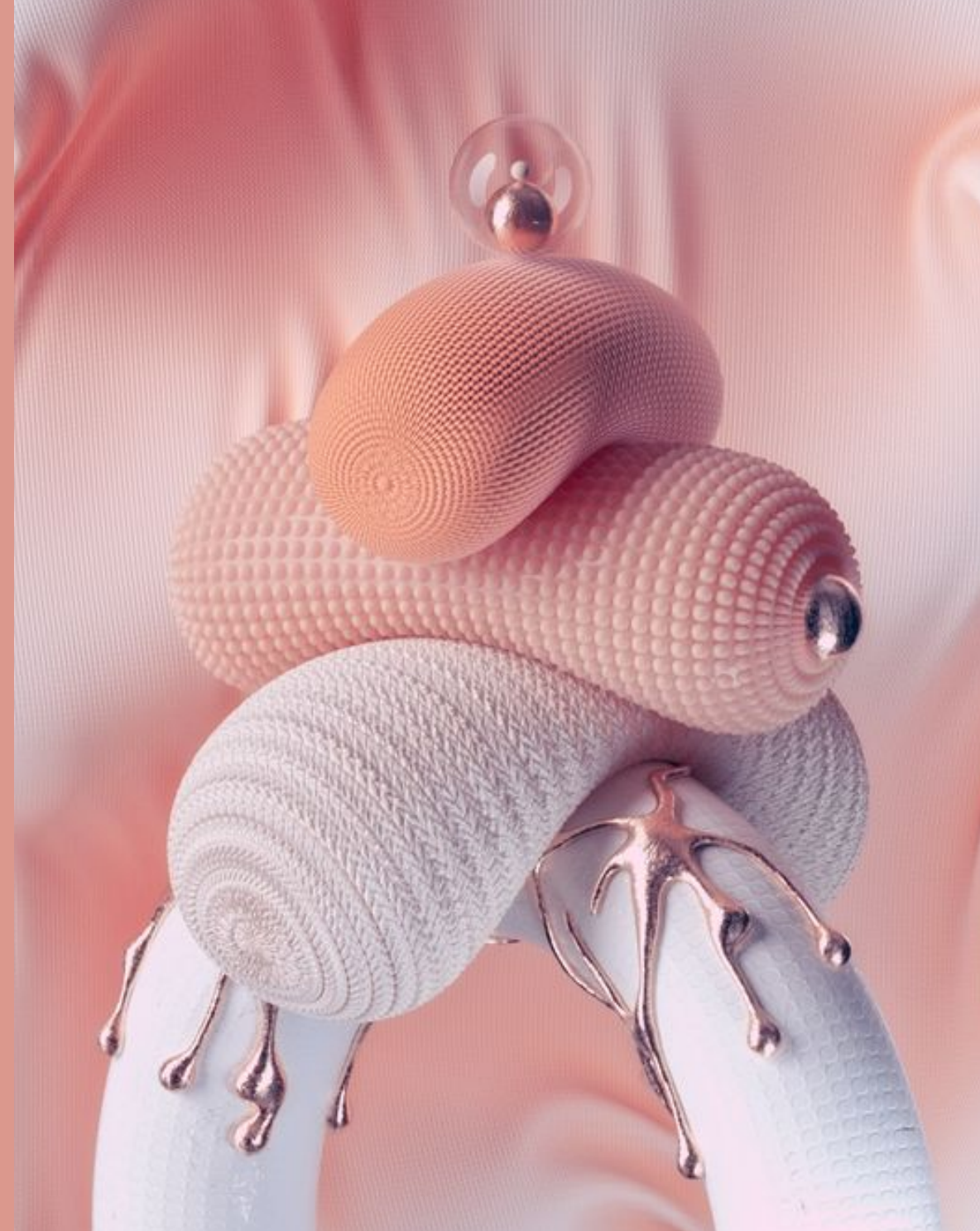
Macabeo
Merseguera
Moscatel
Malvasía

D.O.P Valencia



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It all depends on you. You can keep waiting for that big event that might change your life, or you can toast the here and now, and make the miracle happen yourself.

Sometimes the extraordinary does happen – you just have to let it.



n°03

Rosé

Bobal

D.O.P Valencia





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**A bottle to admire where the lines of
the glass radiate attitude.**

El Miracle is a visual show that invites
you to savor it at first sight.

EL MIRACLE

Being open to new experiences is part of El Miracle's attitude and way of seeing life.

El Miracle invites you to discover special moments through an almost magical approach.



3x75 cl Giftpack

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El Miracle APP

- One step beyond -

Through AR (Augmented Reality) technology, this app will take you beyond the wine experience

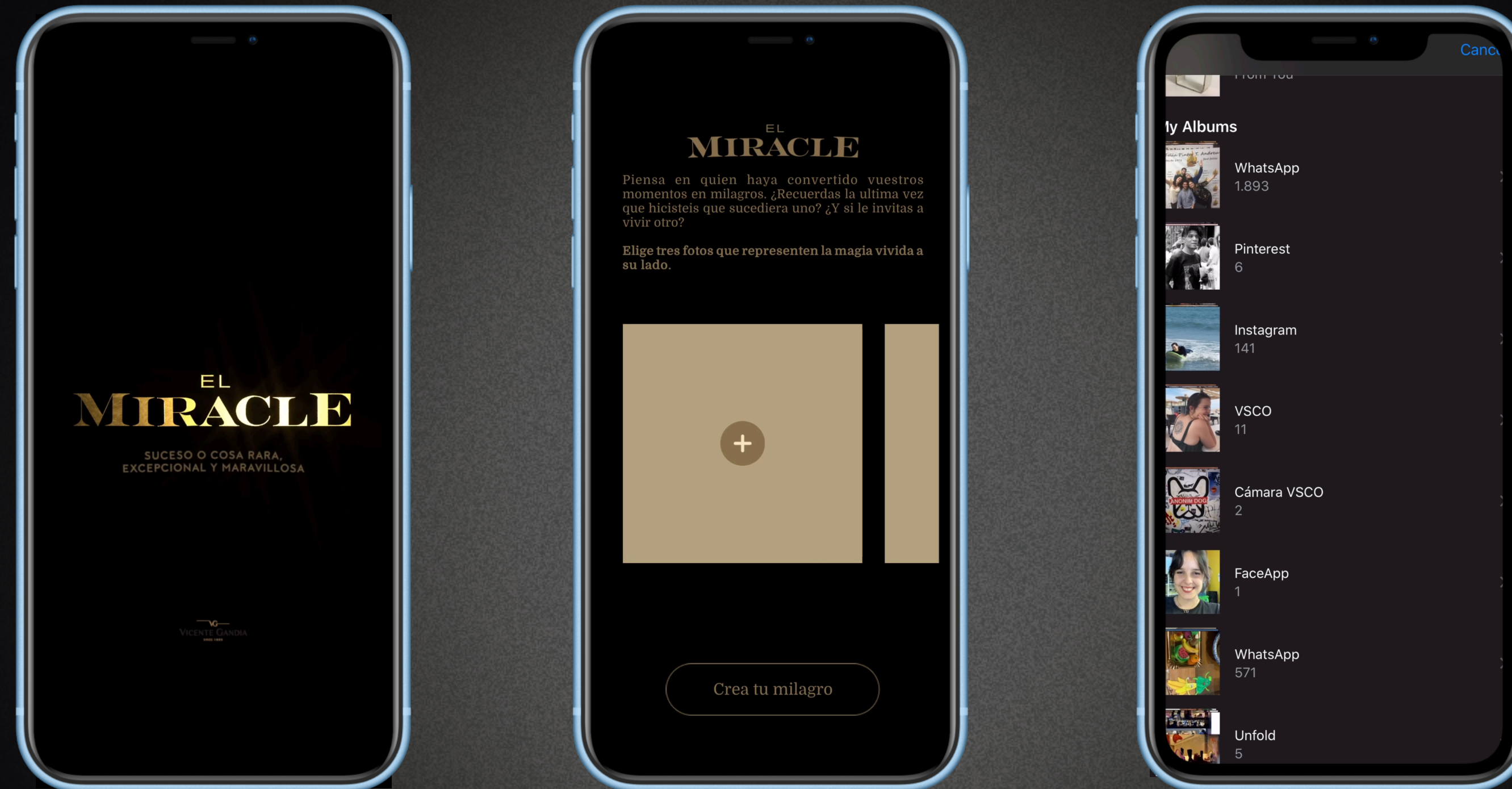
**Sometimes miracles occur
You just have to make them happen**



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How will it work?

This App will allow you to customize the experience creating a video combining the AR Technology and pictures of your photo gallery.

That way you will decide if you want to dedicate the video to someone or create a video of your own life.

When the video is finished you can download the video and share it on your social media.



GET THE APP



We want to surprise our consumers with something that has a technological component, but at the same time is very emotional. We want to create a customized experience for every El Miracle consumer.

Inroducing “The Miracle of your life”

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