

# Sixth Annual Wines & Vines Packaging Conference

See the latest innovations in package design, sales and marketing from some of the industry's leading experts

Stacy Briscoe

**Stacy Briscoe** is the assistant editor of *Wine Business Monthly*. She has been writing about wine professionally since 2015, freelancing for multiple publications including *The San Francisco Chronicle*, *Edible Communities* and *Napa Sonoma Magazine*, among others. She also maintains her own website, *BriscoeBites.com*, dedicated to wine reviews and tasting notes. Outside of wine writing, she also contributes as a freelance editor for the independent publisher She Writes Press. Stacy has a Bachelor of Arts degree in English-language literature from the University of California, Santa Cruz.

**THE SIXTH ANNUAL Wines & Vines Packaging Conference** is taking place August 8 at the **Lincoln Theatre** in Yountville, Calif. All conference sessions, exhibits and amenities are designed to appeal to all sectors of the wine industry that are looking to learn about the latest innovations in package design, sales and marketing. Whether in winemaking, winery management, purchasing or hospitality, this is the place for all who want to improve their wine brand's look and performance.



Chuck House

This year features an exciting line-up of industry professionals with insight into their areas of expertise during the event's five sessions. The day will kick off with a keynote address from well-known and well-respected **Chuck House**: co-founder of **Icon Design Group** and an internationally acclaimed brand developer and label designer. House works with wineries on five continents and has designed iconic, memorable labels for established wineries, including **Chateau Montelena**, **Frog's Leap** and **Bonny Doon Vineyard**.

Last year's keynote speaker, **Randall Graham**, owner and winemaker of **Bonny Doon Vineyard**, spoke highly of House's inspiration and influence on his brand's success. "The one thing that Chuck taught me is that a wine label is your opportunity to tell your customer what they can likely expect from what's inside the bottle, set their expectations as far as style, quality and price," he said. "You don't want to create a situation of cognitive dissonance where the package promises something that the wine can't deliver."

Indeed, when one sees the quiet humor of "Le Cigare Volant," the swooping stretch of **Frog's Leap**, the soft-focused rolling vineyards of **Joseph Phelps** and even the deceptively simple stamp of **Alpha Omega**, one cannot help but find a calming comfort in these labels' familiarity. And that is what House aims to create: not just a label, but an icon that speaks of the wine, of the winemaker and to the wine consumer in what he calls an "open conversation."

"I am personally and professionally committed to the concept of 'sustainable enthusiasm,'" said House in an interview with *Wine Business Monthly*. "I find over and over that expressing the unique energy present in every project and every person is the key to building long-term solutions that can



sustain their own character despite the inevitable fluctuations of the weather and the market."

The rest of the day's conference follows this theme. Learn what kind of packaging is selling wine with insights from **Nielsen's** consumer data tracking, presented by **Kelly Cohn Nielsen**, Nielsen VP and innovations business partner, and **Peggy Gsell**, Nielsen client business partner. **Robert Williams**, Ph.D, professor at **Susquehanna University Sigmund Weis School of Business** will discuss the ongoing—and increasing—canned wine trend.

**Andrew Adams**, editor of the *Wine Analytics Report*, is leading a panel discussion about developing a successful private label brand from bulk wine. **Marc Gallo**, VP of marketing at **Trinchero Family Estates** will provide insight in how to successfully navigate and utilize the bulk grape market to build a successful business. **Cynthia Sterling**, creative director of **Affinity Creative Group**, will provide her expertise in how to create an innovative brand design and properly market these types of wines to the public.

**Maggie Tillman**, owner/sales, **Alta Colina Wine**; **Janu Goelz**, winemaker, **Alara Cellars**; **Chip Forsythe**, winemaker, **Rebel Coast Winery**; and **Landon McPherson**, founder, **Harvest Card**—all wine industry professionals within the Millennial cohort, will partake in a discussion about how their businesses remain receptive to the evolving wine market and the modern wine consumer. The discussion will be lead by **Stacy Briscoe**, assistant editor of *Wine Business Monthly*.

The event will conclude with the announcement of the 2019 Packaging Design Awards. Gold, silver and bronze medals will be awarded in categories for classic, alternative, luxury, redesign and series package design. Medalists will reveal how they created their package design and what goals in branding, marketing and sales they achieved with their new look. **WBM**