

## UNPACKING PACKAGING

# Indie artist tells “fantastical” wine story

## The Wild Syrah Rune Wines

Sonoita, Ariz., [runewines.com](http://runewines.com)

Annual case production: 1,700

Vineyard acreage: 3

Average bottle price: \$35

The goal of our branding and label story is to include a sense of place in our packaging that represents the differences in vineyard sites as well as vintages. Since every year is different, and every *terroir* has its own unique character, I felt the labels should do their part to showcase this. Daniel Helzer is the artist that makes Rune come to life on the bottle. Every year we commission him to create new art to be paired with the wines, continuing the fantastical story that is Rune.

The Wild Syrah is our version of an Arizona Côte-Rôtie. The Syrah is picked at phenolic ripeness, destemmed, and then co-fermented with a mixture of Viognier, Roussanne and Malvasia Bianca. These aromatic white varietals help lift the delicate savory aromas from the Syrah and add in a nice floral bouquet that complements the fruit character. It is aged sur lie for around 18 months and then bottled unfiltered and unfiltered.

— James Callahan  
winemaker and owner, Rune Wines

SOURCE: WINES VINES ANALYTICS WINERY DATABASE

FOIL: No foil —  
naked!

CORK: **M.A. Silva**,  
[masilva.com](http://masilva.com)

GLASS: **M.A. Silva**,  
[masilva.com](http://masilva.com)

BOTTLING: In-house, semi-automatic bottling line from **TCW** ([tcwequipment.com](http://tcwequipment.com)). The bottling line is custom-made and includes argon sparger, Mori six-spout filler, Enolta Mapan Mini Lux semi-automatic vacuum corker, Tosa Mecc foil spinner (used for clients' wines only) and FX-10 labeler.

LABEL ART:  
**Daniel Helzer**,  
[instagram.com/artby-helzer](http://instagram.com/artby-helzer)

LABEL PRINTER:  
**Tapp Label**,  
[tapplabel.com](http://tapplabel.com)



Have a brand packaging or redesign story to tell? Contact: [edit@winesandvines.com](mailto:edit@winesandvines.com)



## UNPACKING PACKAGING

# High fashion meets fine wine

## 2015 Tempranillo Alara Cellars

Gilroy, Calif., [alaracellars.com](http://alaracellars.com)

Annual case production: 1,200

Vineyard acreage: N/A

Average bottle price: \$38

Behind Alara Cellars was the inspiration to bring two things that owner and winemaker, Janu Goelz, loves together: wine and fashion. Previous to her winemaking career, she had a clothing line in San Francisco. Since then, her career has taken her into quite a few different directions and has landed her in the world of wine. Alara Cellars is her way of staying connected with her passion for fashion, while making/drinking wine.

Janu collaborates with fashion designer Malene Grotrian out of Vancouver, British Columbia. She tells Grotrian what she thinks the wines would look like if they were dresses and Malene interprets the description and paints them. Each wine and each vintage have different original and custom paintings done for them.

The 2015 Tempranillo is sourced from Circle S in San Benito County. It is 100% Tempranillo and aged in 20% new French oak and 20% new American oak. 125 cases produced.

— Janu Goelz  
winemaker and owner, Alara Cellars

SOURCE: WINES VINES ANALYTICS WINERY DATABASE