

UNPACKING PACKAGING

50-year-old Winery Rebrands; and the Story Behind Big Cork's "Littles"

2016 Estate Pinot Noir Cuvaizon Estate Wines

Napa, Calif., cuvaizon.com

Founded: 1969

Annual case production: 71,000

Vineyard acreage: 570

Average bottle price: \$35

2019 marks Cuvaizon's 50th anniversary. To celebrate, the winery unveiled new branding, including new packaging for its entire portfolio of wines. According to the winery, the new labels pay homage to the winery's roots in the Napa County side of the Carneros AVA, including text that reads: "Proudly independent, we are dedicated to crafting estate grown wines in Napa Valley's famed Los Carneros region" and "Estate Grown EST. 1969."

The label features an updated version of the "Wine Glass in Arched Window" image associated with the Cuvaizon brand, as well as contemporary fonts for the text. Cuvaizon partnered with brand and digital agency FINE, which also helped the winery launch its new website. The new packaging has begun rolling out throughout the United States with the release of the 2016 estate Chardonnay and Pinot Noir and 2017 estate Sauvignon Blanc.

— Stacy Briscoe



Former Cuvaizon estate series label

FOIL: **Ramondin USA, Inc.**, ramondin.com

CORK: **Amorim Cork America**, amorimca.com

GLASS: **O-I Packaging Solutions**, o-ipackagingsolutions.com

LABEL PRINTER: **All American Label**, allamericanlabel.net

FRONT/BACK LABEL DESIGN: **FINE**, wearefine.com

BOTTLING: In-house at 60 bottles per minute using an **MBF North America, Inc.**, (mbfnorthamerica.com) bottling machine with 24 filling spouts and four corker heads, **Nortan** (criveller.com, scottlab.com) eight-head capsule spinner, and a two-station **Impresstik Labeling Systems** labeler (impresstiklabelers.com).



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2017 Syrah Rosé Big Cork Vineyards

Rohrersville, Md., bigcorkvineyards.com

Founded: 2011

Annual case production: 4,000

Vineyard acreage: 31

Average bottle price: \$20

"The design concept for Big Cork Vineyards' (BCV) labels evolved directly from the brand's sense of playfulness and delight. In an interest to emphasize scale and play up the 'BIG' cork, very small model-railroad figures were juxtaposed in the custom art. The design team selected whimsical people and poses to denote different wine varietals, serving as a POS cue to the consumer while reinforcing the brand image of lighthearted fun. The 'littles' used on BCV labels carry across the winery's communications media and interior design elements — making appearances on business cards, web pages and tasting room art."

— Jennifer Thompson, co-owner,
Big Cork Vineyards

CORK: **Portocork America**, portocork.com

GLASS: **All American Containers**, BK 11 Flint
Bordeaux bottle, aacwine.com

DESIGN: **Jar**,
freshnotcanned.com

LABEL PRINTING:
Cellotape, cellotape.com

BOTTLING: On-site through **Hunter Mobile Bottling** (hunterbottling.com) using **Costral** (costral.fr) orbit air rinser, 16-spout filler, vacuum corks, in-line **Albagnac** Mercure III labeler (albagnac.com), time and date stamp inkjet bottle coder and **Little David** automatic case taper (loveshaw.com).



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