UNPACKING PACKAGING

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

2016 Estate Pinot Noir Cuvaison Estate Wines

Napa, Calif., cuvaison.com

Founded: 1969

Annual case production: 71,000

Vineyard acreage: 570

Average bottle price: \$35

2019 marks Cuvaison'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."

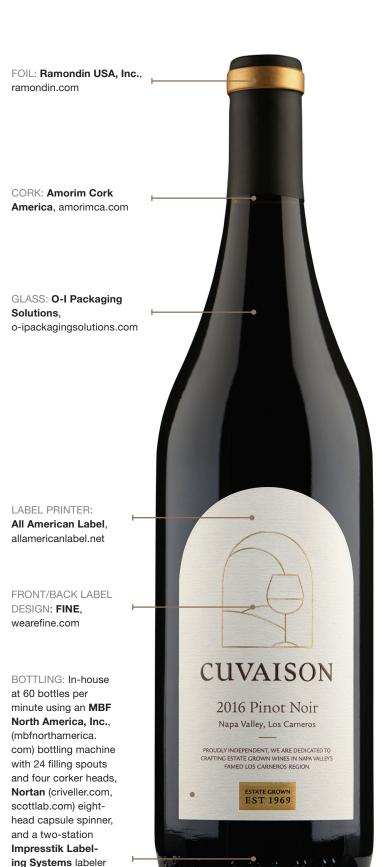
The label features an updated version of the "Wine Glass in Arched Window" image associated with the Cuvaison

brand, as well as contemporary fonts for the text. Cuvaison 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 Cuvaison estate series label

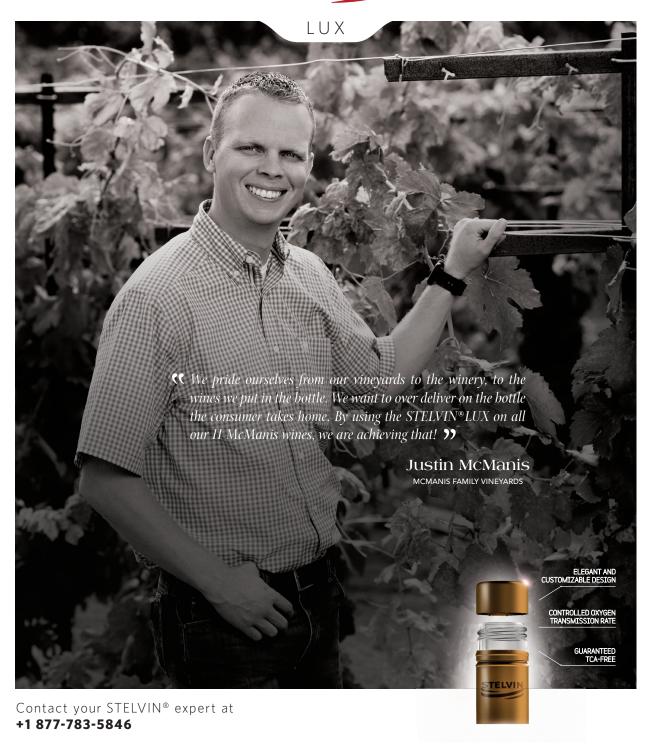


Have a brand packaging or redesign story to tell? Contact: edit@winesandvines.com

(impresstiklabelers.

com).





The original taste keeper since 1964



New: VAC3001



- Affordable and Smaller Footprint
- Operator Touchscreen
- Fast Package Change-Overs
- Package Save/Recall Function
- 1 or 2 Labeling Heads Available
- Tapered Bottle Capable
- Optical Orientation Available



PRESSURE SENSITIVE LABELING EQUIPMENT

impresstiklabelers.com info@impresstiklabelers.com

NEW EDITION

Winery Planning and Design, **Edition 17**

Dr. Bruce Zoecklein, Editor

This electronic publication offers more than 1,500 pages of planning and design features of interest to both wine and cider producers.

Topics Include:

- Business planning
- Construction and production economics
- · Winery design considerations
- · Sustainable designs and practices
- · Energy and water use
- Equipment
- Refrigeration
- · Caves and gravity flow
- Wastewater management
- Sanitation, winery labs, HACCP planning

To review a Table of Contents, visit vtwines.info

Priced at \$198 plus shipping. Order at practicalwinery.com, click on Bookshelf.

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 modelrailroad 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 corker, in-line Albagnac Mercure III labeler (albagnac.com), time and date stamp inkjet bottle coder and Little David automatic case taper (loveshaw.com).



Have a brand packaging or redesign story to tell? Contact: edit@winesandvines.com