UNPACKING PACKAGING

Recognizing unsung heroines of history

2016 emBRAZEN California Cabernet Sauvignon Treasury Wine Estates

Napa, Calif., tweglobal.com

Founded: 2011

Case Production: 5.800.000

Vineyard Acreage: More than 32,000 acres of estate and leased vineyards around the world.

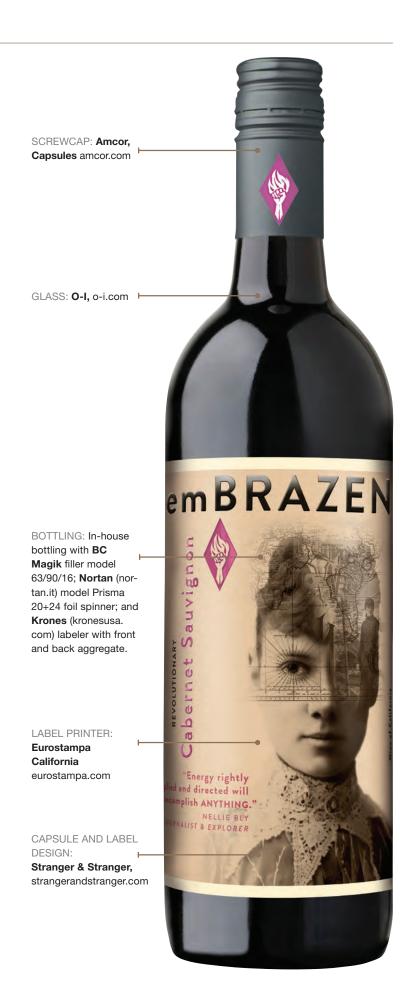
Average Bottle Price: \$7

The emBrazen label was created by Treasury Wine Estates (TWE) as an opportunity to market their wines to women "looking for something a bit different," but that could equally appeal to the male demographic. The Take Up The Torch program, which, according to the company, is an integral addition to the brand, looks to bring attention to women who have made a difference in the world.

The wines, made by Olivia Teutschel, have women involved at every step — from winemaking to packaging and design. All the labels are intended to be bold and eye-catching at-a-glance, but also engage the consumer through augmented reality technology: with TWE's Living Labels app, bottle art comes to life.

Nellie Bly, featured on the 2016 emBRAZEN Cabernet Sauvignon, was a female reporter who helped change societal norms by refusing to cover "lady-like" subjects such as fashion or gardening. Instead, she chose to report on harsher topics, including the daily struggles of women factory workers and the brutality and neglect at a facility for women with mental illnesses.

— Stacy Briscoe





CAPSULES: Polylam from G3 Enterprises, g3enterprises.com

CORK: Diam Closures USA, g3enterprises.com

GLASS: O-I, o-i.com

BOTTLING: In-house at Matchbook Winery, Zamora, Calif., with a **Colbert Packaging 25** head filler (colbertpkg. com), Bertolaso 4-head corker (bertolaso.com), Robino capsuler (serviced by Collopack Solutions, collopack.com), and an Impresstik Labeling Systems vacuum in-line label applicator (impresstiklabelers.com).

LABEL DESIGN:

Carole Goulding Brand Design, carolegouldingbranddesign.com

LABEL PRINTER:

Grigsby Label, grigsbylabel.com

UNPACKING PACKAGING

A new look with a 'modern twist'

2016 Chardonnay **Matchbook**

Zamora, Calif., matchbookwines.com

Founded: 2005

Case Production: 135,000 Vineyard Acreage: 1,600 Average Bottle Price: \$15

"After 11 years it was time for a label refresh," said John Giguiere, co-owner of Matchbook Wine Company in Zamora, Calif. "We are constantly looking at ways to improve the quality of our vineyards and wines. Tweaking the appearance of our packaging highlights our innovative focus and keeps us current with consumer trends."

The Dunnigan Hills AVA winery's full-paneled, burnt-edged label has been replaced by a wrap label highlighting the estate offerings.

Giguiere said the new label is recognizably Matchbook, with "a modern twist." The vertical logo has been flipped to horizontal and highlighted by a red foil flame. The burnt notch on the upper right remains as an homage to the original burned edge. The label has a "matchstick x" boarder treatment and the "Estate Bottled" designation is prominently displayed.

- Stacy Briscoe