

## UNPACKING PACKAGING

# Recognizing unsung heroines of history

## 2016 emBRAZEN California Cabernet Sauvignon Treasury Wine Estates

Napa, Calif., [tweglobal.com](http://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

SCREWCAP: **Amtcor**,  
Capsules [amcor.com](http://amcor.com)

GLASS: **O-I**, [o-i.com](http://o-i.com)

BOTTLING: In-house  
bottling with **BC  
Magik** filler model  
63/90/16; **Nortan** ([nortan.it](http://nortan.it)) model Prisma  
20+24 foil spinner; and  
**Krones** ([kronesusa.com](http://kronesusa.com)) labeler with front  
and back aggregate.

LABEL PRINTER:  
**Eurostampa  
California**  
[eurostampa.com](http://eurostampa.com)

CAPSULE AND LABEL  
DESIGN:  
**Stranger & Stranger**,  
[strangerandstranger.com](http://strangerandstranger.com)





**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 (impress-  
tiklabelers.com).

**LABEL DESIGN:**  
**Carole Goulding Brand**  
**Design**, carolegoulding-  
branddesign.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 Giguere, 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.

Giguere 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

SOURCE: WINES VINES ANALYTICS WINERY DATABASE