

UNPACKING PACKAGING

An artistic label for a 'troublemaker' of a brand

2012 El Rey Cabernet Sauvignon Travieso

Campbell, Calif., traviesowinery.com

Founded: 2003

Annual case production: 700

Average bottle price: \$33

Tucked away in the backstreets of Campbell, Calif., is the city's only winery, Travieso. The winery takes its name from the Spanish word for "troublemaker" or "bad boy." The Spanish theme, which owner and winemaker Ray Stiler says pays homage to the culture of California, is a thread woven throughout each of their wine's labels — both in name and art.

"El Rey" translates to "the king," and is a nod to the noble Cabernet grape, but also a famous mariachi song by the same name. The lyrics are about a wandering migrant cowboy and his burrow who, although they have no money and no queen, declare themselves the king of the trail.

Travieso works exclusively with artist Jody Brookens for all of their label designs. "When we decided on an art label theme, we didn't have to search for an artist, his style was out of control just like us," Stiler said.

— Stacy Briscoe

SOURCE: WINES ANALYTICS WINERY DATABASE

CORK: **Laffite Cork and Capsule**, www.lafitte-usa.com

GLASS: **Ancienne Reserva Vetri**, saverglass.com

LABEL ARTIST: **Jody Brookens**, jodybrookens.com

LABEL GRAPHIC DESIGNER: **Chris Blumb Design**, chrisblumb.com

BOTTLING: Mobile bottling line by **Ultima Mobile Bottling, Inc.** (ultimamobilebottling.com) featuring **Orbit** bottle cleaner/rinser (mcbradyengineering.com), vacuum gravity fillers, **Robino-Galandrino** foil applicators (robinoegalandrino.it/en), **Bertolaso** corker and foil spinner (bertoloso.com), and **Impresstik 3000** labelers (impresstik.com)



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