



CULTIVATOR

**WHAT MAKES A
WELL-DESIGNED WINE LABEL?**

EST. 2000 • DENVER, CO • MINNEAPOLIS, MN

BEVERAGE INDUSTRY EXPERIENCE



—CULTIVATOR—



HOPWORKS URBAN BREWERY
FAT SOUR APPLE ALE
A slightly sour ale with a crisp
apple tartness.



FAT TIRE & FRIENDS

ALLAGASH BREWING COMPANY
FAT FUNK ALE
Classic pine, banana and spice
aromatically marry goodness.

CHRISTOPHER WALKER BREWING CO.
FAT HOPPY ALE
A hoppy amber with amplified
American hop aroma and flavor.

EVERY BREWING COMPANY
FAT WILD ALE
A sturdy malt backbone, hoppy hop
aroma and a tropical pineapple luster.

RHINEGEIST BREWERY
FAT PALE ALE
Belgian-Style IPA with breadly-sweet
malt and hoppy, citrusy hops.

FAT TIRE & FRIENDS

NEW BELGIUM - FAT TIRE ALLAGASH - FAT FUNK ALE HOPWORKS - FAT SOUR APPLE ALE
FIRESTONE WALKER - FAT HOPPY ALE AVERY - FAT WILD ALE RHINEGEIST - FAT PALE ALE

COLLABEERATION PACK



TWELVE
12 OUNC
BOTTLES

THE ORIGINAL
NEW BELGIUM BREWING

FAT TIRE



AND
FRIENDS

FAT TIRE AMBER ALE

ALC. 5.2%
BY VOL.















**DO PEOPLE REALLY
BUY WINE BASED ON THE LABEL?**

DECISION-MAKING ON WHICH WINE TO PURCHASE

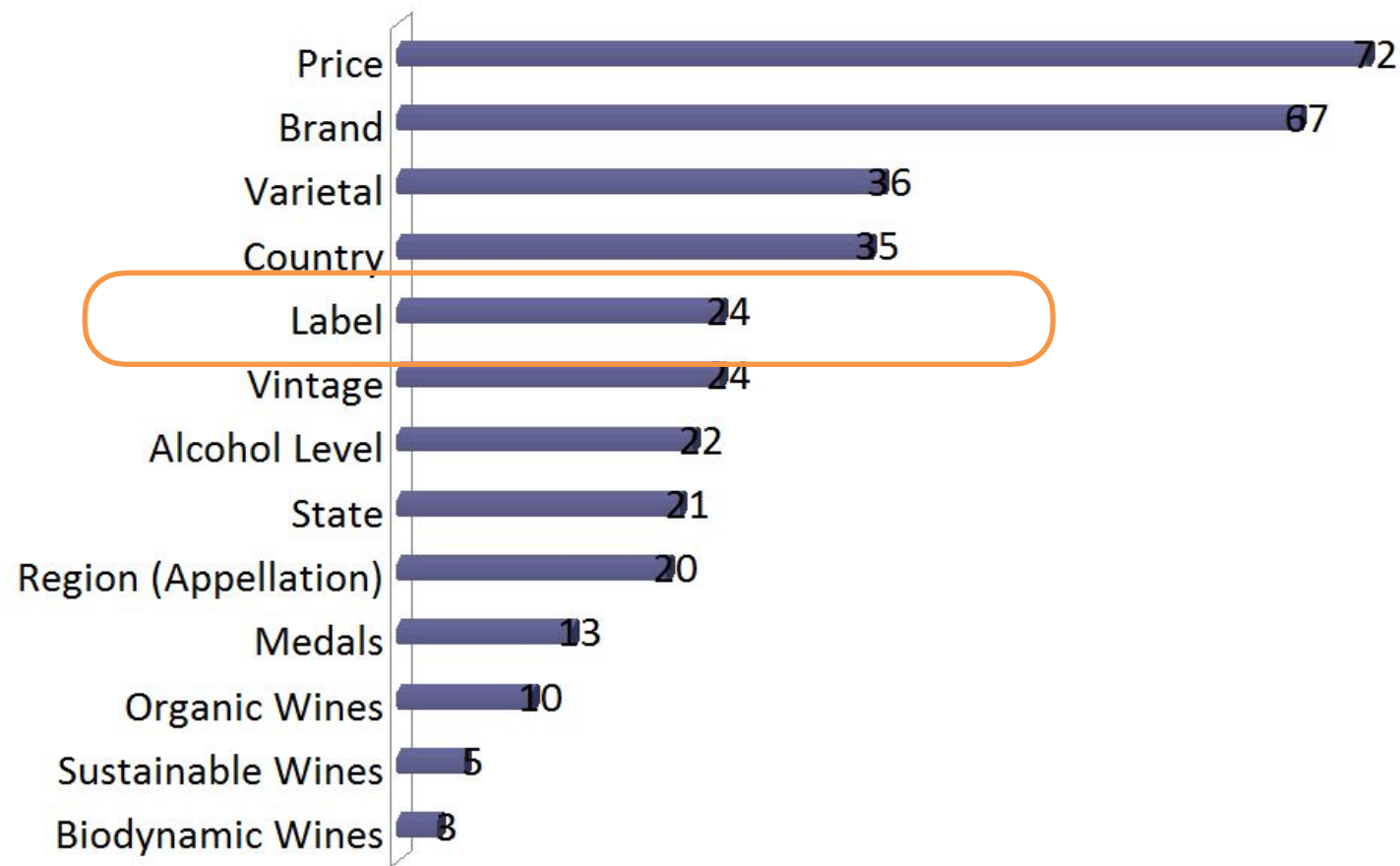
When making a decision on which wine to buy, I usually consider. Check all that apply.



2015 Survey of American Wine Consumer Preferences
by Dr. Liz Thach, MW and Dr. Kathryn Chang

DECISION-MAKING ON WHICH WINE TO PURCHASE

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MILLENNIALS

ARE 4X MORE LIKELY THAN BABY BOOMERS TO OFTEN SELECT A BOTTLE OF WINE BASED ON ITS LABEL. THEY ARE ALSO MORE LIKELY TO LOOK FOR:

- PERSONALITY
- ORIGINALITY



BABY BOOMERS

MORE OFTEN LOOK TO THE LABEL FOR INFORMATION, SUCH AS:

- REGION OF ORIGIN
- TASTE DESCRIPTORS

LOOKING AT LABELS

#GALLOWINETRENDS

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2015 GALLO
CONSUMER WINE
TRENDS SURVEY

CULTIVATOR

THE TOP **THREE FACTORS** THAT ENCOURAGE WINE DRINKERS TO TRY **SOMETHING NEW** INCLUDED:



95%

Recommendation
by a friend, family
member or coworker.



86%

Recommendation
by a server, bartender
or sommelier in a
restaurant or bar.



82%

Recommendation
by an employee of
the local wine store.

AMONG **MILLENNIALS** SPECIFICALLY:



62%

would be encouraged to try
a new wine if it was
featured prominently and
positively in the **media**.



51%

would be encouraged
to try a new wine if it
was recommended on
social media.

THROUGH THE GRAPEVINE

#GALLOWINETRENDS

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**2015 GALLO
CONSUMER WINE
TRENDS SURVEY**


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DECISION-MAKING ON WHICH WINE TO PURCHASE

Millennials Choose Wine Based on Its Pretty Label and Packaging

CHRISTIAN KOGLER | POSTED JANUARY 25, 2017

The times they are a'changing. "When wine was simply an accompaniment for food," writes Marianne McGarry Wolf in an article on [Quartz](#), "labels could be dull and descriptive. But now their enhanced logos, images, and romantic stories reflect ... new uses." Long story short, people want their wine to not only taste good, but to also look good.

You shouldn't have wondered which people want this, but we'll let you hazard a guess. That's right; it's the millennials again. It seems that taste is no longer of the utmost importance when it comes to young wine drinkers. Those dull, descriptive labels of the past have suddenly become insufficient.



[HTTP://WWW.WIDEOPENEATS.COM/MILLENNIALS-ONLY-DRINK-WINE-WITH-A-PRETTY-LABEL/](http://www.wideopeneats.com/millennials-only-drink-wine-with-a-pretty-label/)

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DECISION-MAKING ON WHICH WINE TO PURCHASE

Wine Label Design Is More Important Than You Think

How the look of a bottle influences what you buy, for better or worse

by [Andres O'Hara-Plotnik](#) | Oct 12, 2016, 1:15pm EDT



That day I learned that my friends know roughly the same amount as I do about wine, which is to say — as casual wine enthusiasts — we don't know anything about wine. Maybe we lean towards a favorite region, or prefer a particular grape, but that's about it. We don't remember any specific bottle we've enjoyed. And we are useless at describing taste. Basically, we were just guessing, and in the process, **we became accidental design critics.**

[HTTPS://WWW.EATER.COM/DRINKS/2016/10/12/13247718/WINE-LABEL-DESIGN](https://www.eater.com/drinks/2016/10/12/13247718/wine-label-design)

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DECISION-MAKING ON WHICH WINE TO PURCHASE

Miller believes that too many people in the wine industry, especially the people who control which bottle of wine you see in a store, have associated quality with a cream colored label, cursive script, and maybe a chateau. But Ascencios believes that many modern, **unconventional labels are just marketing gimmicks**. "I don't need kitsch, I don't need cupcakes, I don't need puppy dogs on the front label. I need something that's relevant and respectful of the winery it's coming from."



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DECISION-MAKING ON WHICH WINE TO PURCHASE

According to Wolf, 71 percent of American wine buyers are swayed by what's on the label. So, what are millennial-aged drinkers looking for on a bottle of, say, Merlot?

A research group conducted by Wolf asked men and women about their wine label preferences. "Women preferred more creative, eye-catching, colorful, and ornate wine labels than men did," says Wolf.

"Similarly, women rated plain, less colorful logos lower in attractiveness than men did. Wineries have used this kind of data to create wines targeted specifically to female drinkers. Some of those include Middle Sister, Cupcake, Girls' Night Out, and Mommy Juice."



[HTTP://WWW.WIDOPENEATS.COM/MILLENNIALS-ONLY-DRINK-WINE-WITH-A-PRETTY-LABEL/](http://www.wideopeneats.com/millennials-only-drink-wine-with-a-pretty-label/)

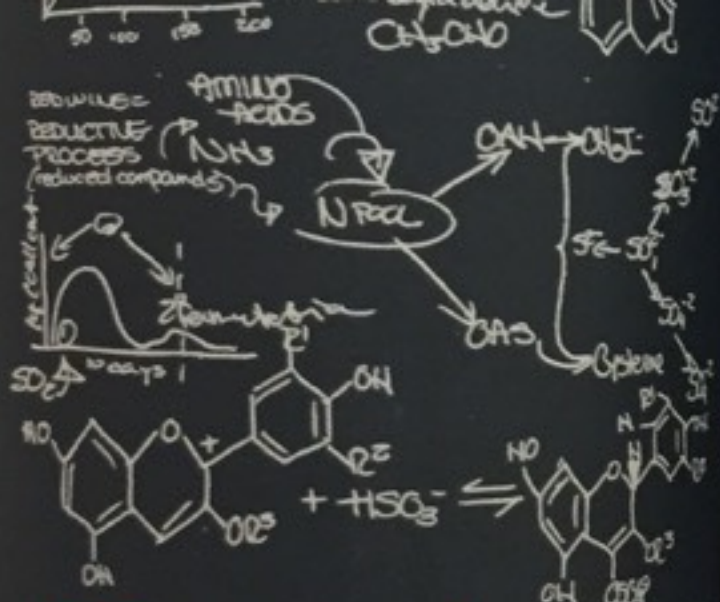
—CULTIVATOR—

DOES QUALITY DESIGN = HIGHER PRICE?

BOIS.
Reserve

UVIGNON

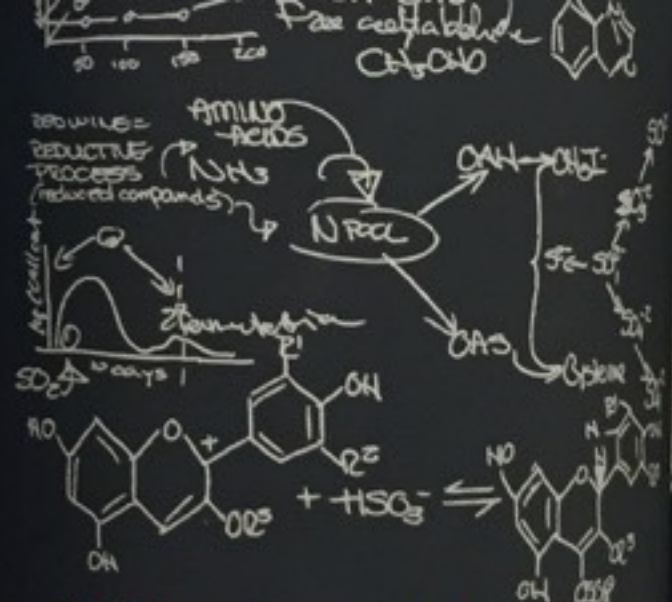
LEY 2012
NTY



Educated
Guess

x (NAPA VALLEY + 2013)

CABERNET SAUVIGNON



Educated
Guess

x (NAPA VALLEY + 2013)

CABERNET SAUVIGNON





KENDALL-JACK
GRAND RESERVE
19.99

GIRL & DRAGON
12.99

PROTEA
16.99

Sale
17.99





102

altitude
project.
CHARDONNAY
CALIFORNIA 2013

altitude
project.
CHARDONNAY

DREAMING TREE
CHARDONNAY
CENTRAL COAST 2013

DREAMING TREE
CHARDONNAY
CENTRAL COAST 2013

2013
Curious
beasts
chardonnay
750ml

Curious
beasts
chardonnay
750ml

CHARDONNAY
NAPA VALLEY
OAKVILLE
2014
chime

CHARDONNAY
NAPA VALLEY
OAKVILLE
2014
chime

TOAST
CHARDONNAY

Sale
SAVE '2
7.99
Reg. 9.99
ALTITUDE 750ML CHARDONNAY

DREAMING TREE
750ML CHARDONNAY
13.99

CURIOUS BEASTS
750ML CHARDONNAY
14.99

CHIME
750ML CHARDONNAY
13.99

11/28



Sale

9⁹⁹

Reg. 12.99
750-mL, Kung Fu Girl Riesling

CONUNDRUM
22.99

PROTEA
16.99

Sale

12⁹⁹

Sale

22⁴⁹

Reg. 23.99
750-mL, Santa Margherita Pinot Gris



**QUALITY DESIGN IS NOW MUCH MORE
COMMON AND ACCESSIBLE.**

BUT DESIGN IS SUBJECTIVE.



SANGRIA
LA CALA
Albert Adrià
Nº19

LOLEA













TOPO

MENDOZA · ARGENTINA

- 2014 -
BLEND

TOPO

MENDOZA · ARGENTINA

- 2014 -
MALBEC

LOTE 008

TOPO

MENDOZA · ARGENTINA

- 2014 -
MALBEC

LOTE 008

TOPO

MENDOZA · ARGENTINA

- 2014 -
BLEND

LOTE 007

TOPO

MENDOZA · ARGENTINA

LOTE 008







MATTEO CORREGGIA

ROERO
DOCG
AANN001612
ADAKM124M12

CORREGGIA MATTEO

DOCG
ROERO ARNEIS
AANN001612
ADAKM124M12

MA MATTEO CORREGGIA

Daniilo Zanelli

L'OMICIDIO



MATTEO CORREGGIA

2014

ROERO ARNEIS

DEDENOMINAZIONE DI ORIGINE

CONTROLLATA E GARANTITA

Patrizia Laquidara

LA RANA
NELLA PANCIA



MATTEO CORREGGIA

2014

ANTHOS

VINO ROSSO



This Bottle originated From a Logging operation my Buddies and I had in college. we started making wine knowing it would Be used for late night Drinking, and That The French are Annoying.
It Took some Time, But we finally Perfected our Blend, and came up with This Full Bodied Red That pairs w/ wednesday nights and Pizzas. we use grapes From all over California. So we recomend This Be Drank Immediately, and shared with girls. when you want more, just call (214) 642-4988 Brandon.
P.S. Made in U.S.A.

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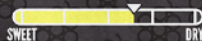
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P.S. Made in U.S.A.



**AND NEW FORMATS ARE BEING CREATED
FOR NEW WINE DRINKERS.**



THE SIMPLE GRAPE
WINE MADE EASY



PERFECT PINOT GRIGIO

A ZESTY WHITE WINE AS REFRESHING AS A COLD GLASS OF LEMONADE ON A HOT SUMMER'S DAY

PAIR ME WITH	
WINE AFFECTION DESCRIPTION	LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT IN BLANDIT CONVALLIS TELLUS, AC INTERDUM NULLA BLANDIT QUIS, DONEC FEUGIAT LOBORTIS.

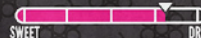
ABV 13%



1.5 L x 2



THE SIMPLE GRAPE
WINE MADE EASY



SAAVY CABERNET SAUVIGNON

A FULL-BODIED RED WINE WITH DARK FRUIT FLAVORS AND SAVORY TASTES

PAIR ME WITH	
WINE AFFECTION DESCRIPTION	LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT IN BLANDIT CONVALLIS TELLUS, AC INTERDUM NULLA BLANDIT QUIS, DONEC FEUGIAT LOBORTIS.

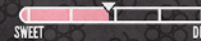
ABV 13%



1.5 L x 2



THE SIMPLE GRAPE
WINE MADE EASY



RADICAL ROSÉ

THE PERFECT WINE FOR SIPPING IN THE PARK OR AT A BACKYARD BARBECUE

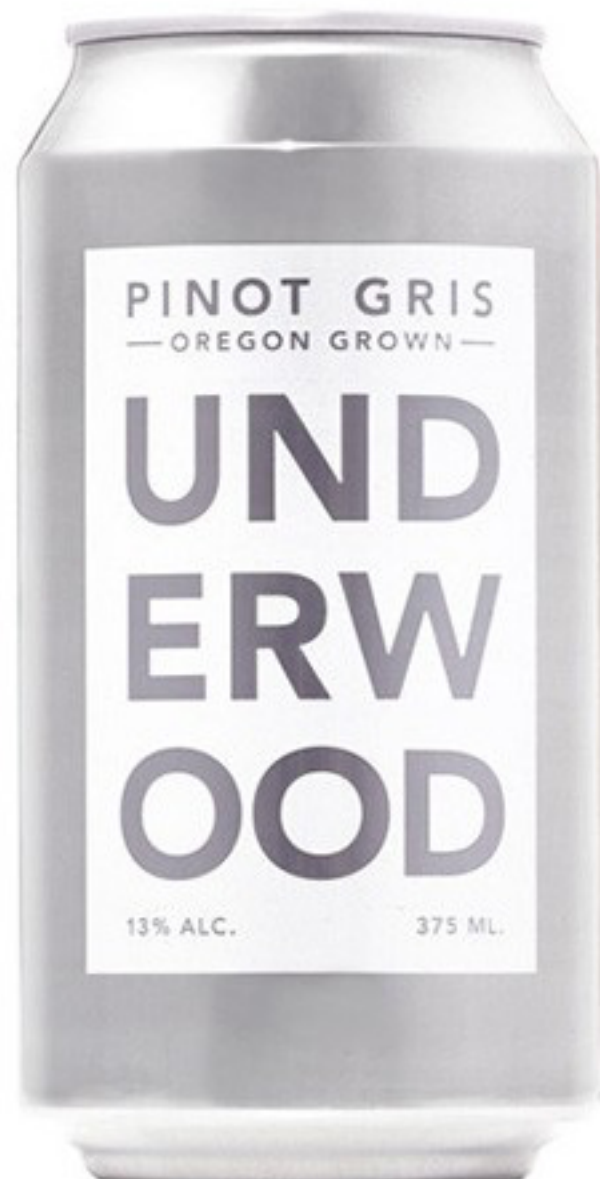
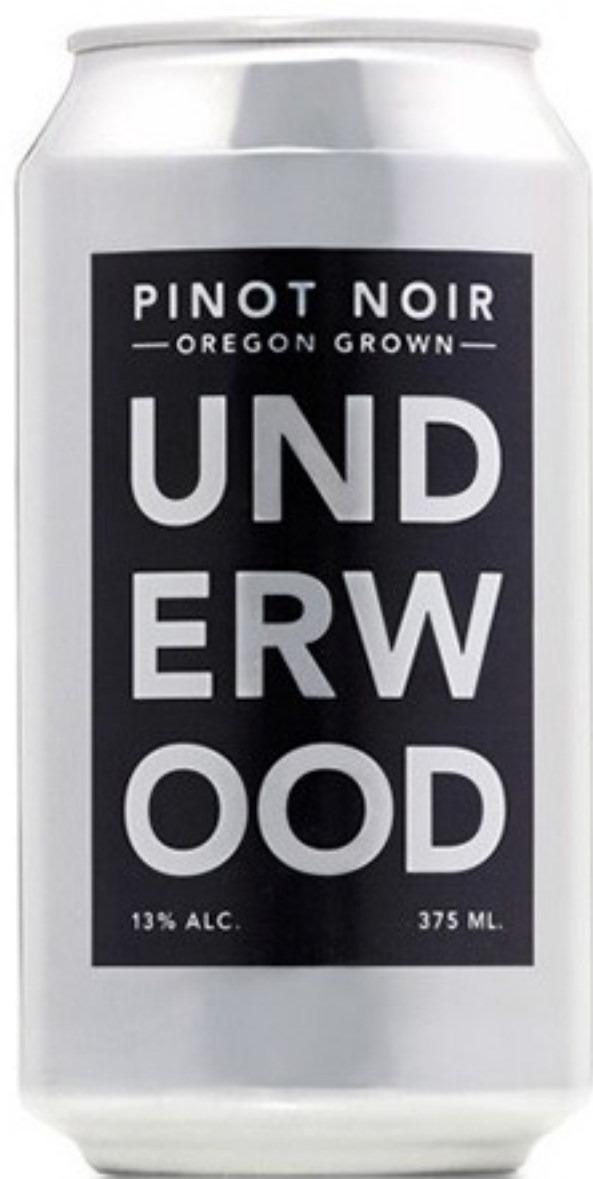
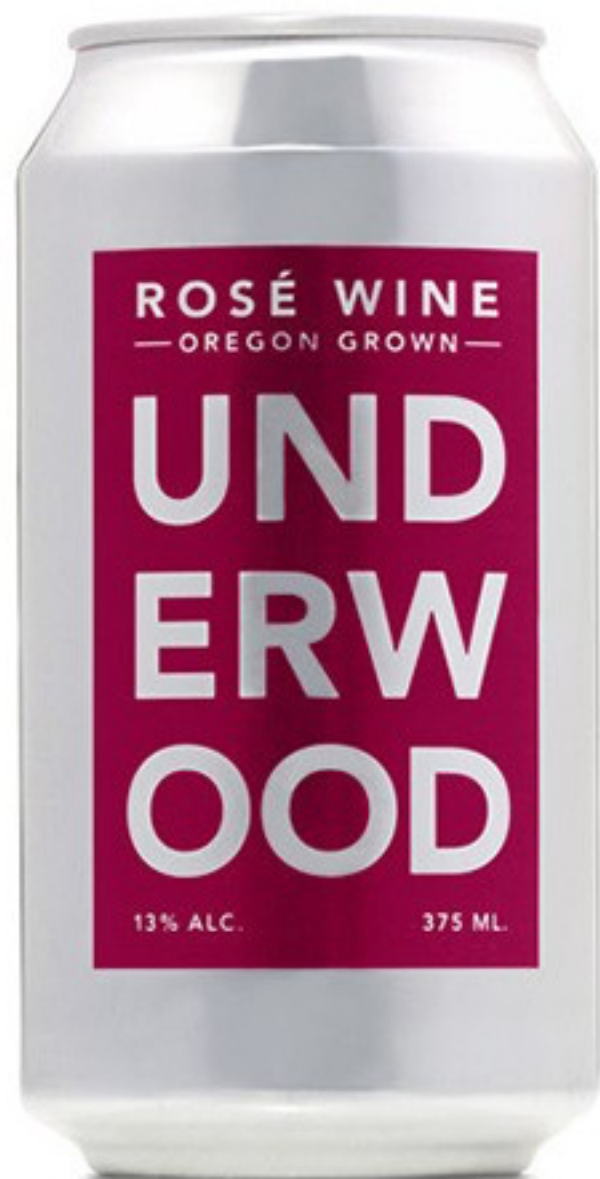
PAIR ME WITH	
WINE AFFECTION DESCRIPTION	LOREM IPSUM DOLOR SIT AMET, CONSECTEUR ADIPISCING ELIT IN BLANDIT CONVALLIS TELLUS, AC INTERDUM NULLA BLANDIT QUIS, DONEC FEUGIAT LOBORTIS.

ABV 12.5%



1.5 L x 2











SCALD
Cadillac 2009

BORDEAUX
Cadillac 2009

BLANCHE
Cadillac 2009

WELCOME
(open me)

WELCOME



QUESTIONS TO ANSWER BEFORE REDESIGNING YOUR LABELS.

- Why are you changing your packaging? Consumer feedback? Industry feedback? To change perception? Boredom?
- What's the story / inspiration behind your wine / winery?
- What makes it unique / special?
- Who is your target buyer?
- What have you seen in the market that you like?
- What style feels right for you? Modern, classic, casual, playful, sophisticated?
- What is your budget for illustration, design, printing, etc.?

**THE DESIGN OF YOUR BRAND IS
YOUR PERSONAL PREFERENCE.**

FIRST, YOU HAVE TO LIKE IT.

STRATEGIES TO CREATE HIGH QUALITY LABEL DESIGNS

- Graphically distinct designs - a unique / iconic design will make it easy to remember and easier to find
- Artistic approach - imagery, color, font, logo
- Leverage label production techniques - unique shape, emboss, foil, premium paper
- Use an interesting bottle shape, secondary package, cork, wax
- Create a system to strengthen your brand and potentially make additional labels more efficient

GRAPHICALLY DISTINCT

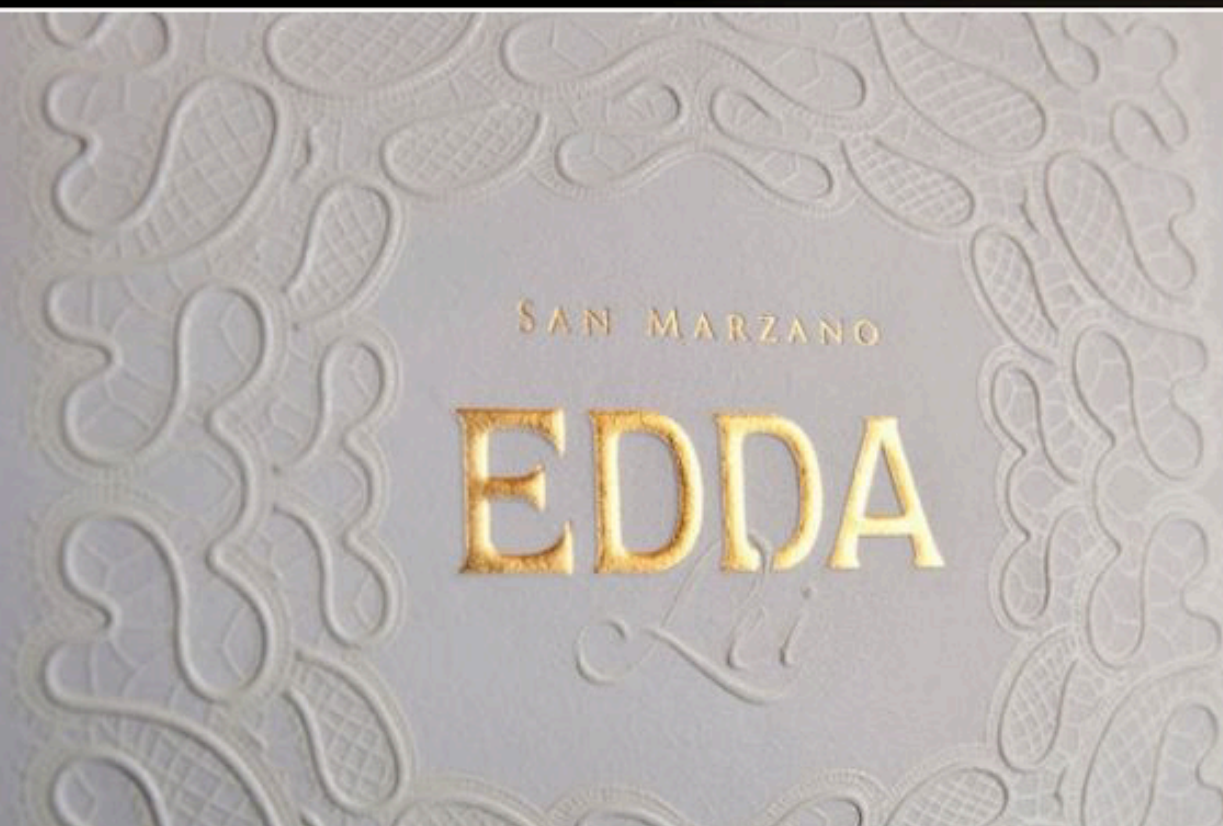




LABEL SHAPE / DIE CUT



EMBOSS / FOIL





SECONDARY PACKAGING / GIFT WORTHY



ELEGANTLY SIMPLE



ORNATELY OLD-FASHIONED



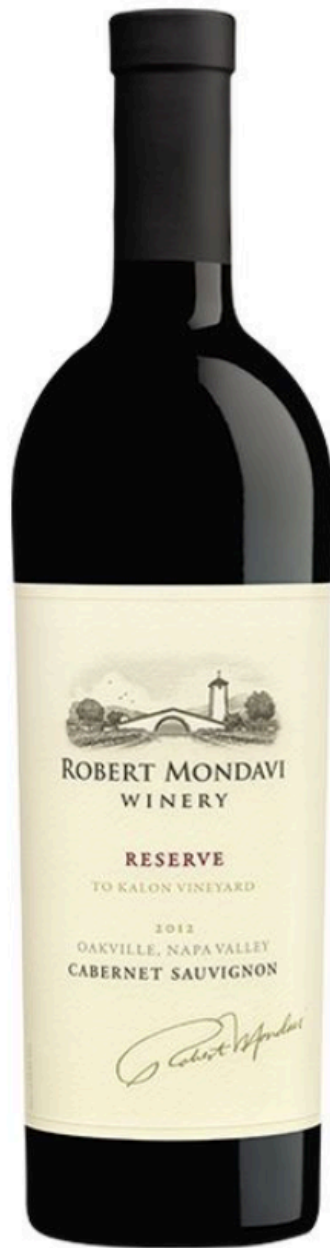
BOTTLE TECHNIQUES



BOTTLE TECHNIQUES



COHESIVE SYSTEM



CLASSIC DESIGNS

DESIGN YOUR OWN

Classically Themed Wine Label



illustration or coat of arms

white, pale or black background

serif style or cursive font

subtle use of color

outlines or decoratively cut corners

lots of open space

DESIGN YOUR OWN

Fun & Silly Themed Wine Label

Raisins gaulois
VIN DE FRANCE
RED WINE

X



M. Lapierre

750 ML ALC. 12.5% BY VOL.

satirical name

use of bright 1 or 2 color themes

characters, animals, & simple illustrations

images & text fill space

hand written text

DESIGN YOUR OWN

Modern Themed Wine Label



use of typography or bold pattern

asymmetrical design

suggestive negative space

distinctive font choice

bold font color or bold
background color

DESIGN YOUR OWN

Old Timey Themed Wine Label



emblems and filigree

words like 'original', 'established',
'oak aged', 'double', 'cross' & 'last'

bold classic style font

lines, curves and ribbons

use many different fonts

high contrast



WINE FOLLY

IS THIS A GOOD WINE LABEL DESIGN?



The Prisoner



THE PRISONER
WINE COMPANY

MAYBE, BUT IT PROBABLY DOESN'T MATTER.

~~CULTIVATOR~~

WHERE TO FIND DESIGN INSPIRATION

- Observe casual wine buyers in a retail environment (Target sells some of the most progressive wine label designs)
- www.thedieline.com
- www.packagingoftheworld.com
- www.strangerandstranger.com
- www.cfnapa.com
- www.pinterest.com

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CHEERS.

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