

DESIGN PACKAGING THAT SELLS® GALLERY™



BRAND[®]
PACKAGING

YELLOW JERSEY WINES

BOISSET VINS & SPIRITUEUX

Not content to innovate solely in wine making, Boisset is making waves in the wine industry with a revolutionary new package—a 750-mL, recyclable PET bottle for its Yellow Jersey Chardonnay, Merlot, Sauvignon Blanc and Pinot Noir varietals.

The bottle is embossed with a pattern of the Tour de France's prized yellow jersey, and features a narrower shape than traditional glass wine bottles. The bottle's tall, narrow profile combined with all-over embossing gives the package the visual mass to compete on-shelf against glass bottles. Label graphics also feature the coveted yellow jersey, adding a sporty feel to the brand. The labels are printed on pearlescent paper.

A clever technological twist assures product quality. The "smart" PET bottle incorporates an additive that scavenges oxygen and protects against ultraviolet light; for added protection from light, the PET bottle is tinted green. The shatter-resistant plastic bottles offer light weight and safety, and a threaded closure eliminates the risk of cork taint while providing convenience for bike hikes and other outdoor adventures.

GRAPHIC DESIGN
CF NAPA BRAND DESIGN

OXYGEN-SCAVENGING TECHNOLOGY
CONSTAR INTERNATIONAL

BOTTLE DESIGN AND MANUFACTURING
MPI PACKAGING INC.

LABEL STOCK
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