



99 Bottles of Wine

The Making of the
Contemporary Wine Label

David Schuemann

A wine label is a first impression. It's a commercial necessity that can mean all the difference between a purchase and an overdue shelf life. David Schuemann and CF Napa Brand Design offers the stories behind many of its label designs in *99 Bottles of Wine*.

By understanding a person's emotional and cognitive response to design, graphic artists are captivating and reflecting the true essence within each bottle from the outside in.

"In the US alone, 120,000 new wine labels were approved by the Alcohol and Tobacco Tax and Trade Bureau (TTB) in 2012, making the marketing of wine and the need to stand out in the crowd more challenging and important than ever." **GWN**

Title: *99 Bottles of Wine*
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www.99bottlesofwine.com

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