

Duckhorn Wine Company  
Decoy  
Duckhorn Napa Valley  
Duckhorn Vineyard Designate  
The Discussion

### Challenge

Duckhorn has spent a quarter of a century establishing itself as one of North America's premier producers of Bordeaux varietal wines. They approached CF Napa Brand Design with a daunting task: make a successful brand even more successful and stage it for future growth. The challenge included realigning the tiers for better differentiation, upgrading the packaging for all the tiers, re-launching the entry-level wine "Decoy" and creating a package for a new top offering.

"CF Napa delivers creative and intelligent design that gives consumers an emotional connection with the product. They have been engaging and responsive partners, always collaborative and fully understanding of our brand essence and objectives. They consistently bring new and fresh ideas to the table."

Steve Myers, Vice President, Marketing  
Duckhorn Wine Company



Old Design



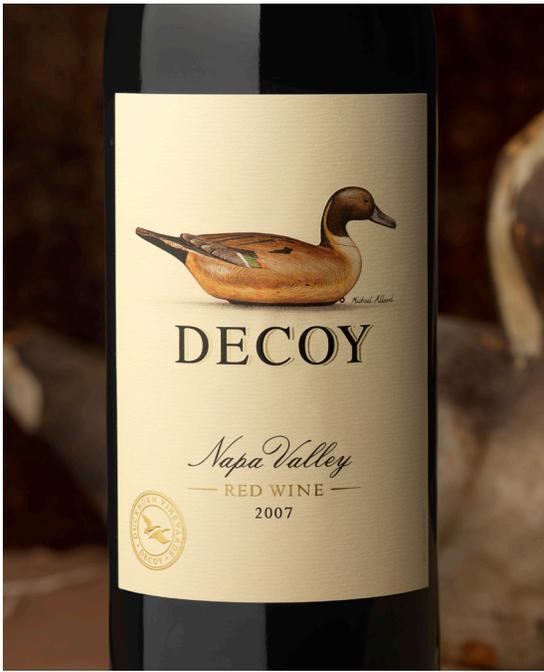
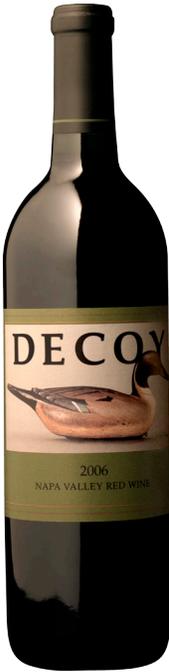
### Solution

CF Napa Brand Design redesigned the core equity elements including the duck icon and word mark to emphasize the brand name and increase their market presence. Duckhorn's heritage with ducks and nature was reinforced with a new illustration that accurately relayed the species. CF Napa designed the tete-de-cuvee tier, The Discussion, with a rich black label, gold foiling, and intricate details, along with a custom gift box giving the product an elevated sense of luxury. For Decoy, their entry-level brand, CF Napa refined the existing, gorgeous painting of a mallard as the central icon to create continuity with the previous label. The word mark and label were redesigned with contemporary sensibilities and a seal was developed to tie the brand back to Duckhorn. A proprietary nature inspired texture was developed and used across the entire spectrum of Duckhorn wines reinforcing unity in the brand portfolio.

### Marketplace Results

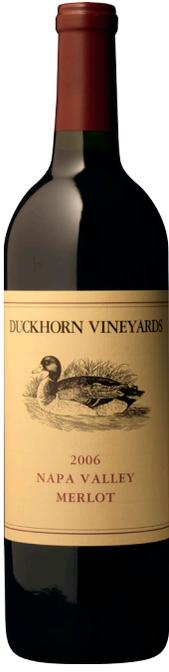
Immediately after its launch, the revitalized Duckhorn packaging was met with enthusiasm from distributors and key accounts. The new contemporary look allowed the winery to raise pricing for all the tiers by \$10, increase production and expand distribution. Growth has been substantial and has led to production quadrupling since launch of the new packaging. The Discussion has maintained its sought-after positioning and has repeatedly sold out upon release.

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Decoy



Old Design

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Duckhorn Napa Valley

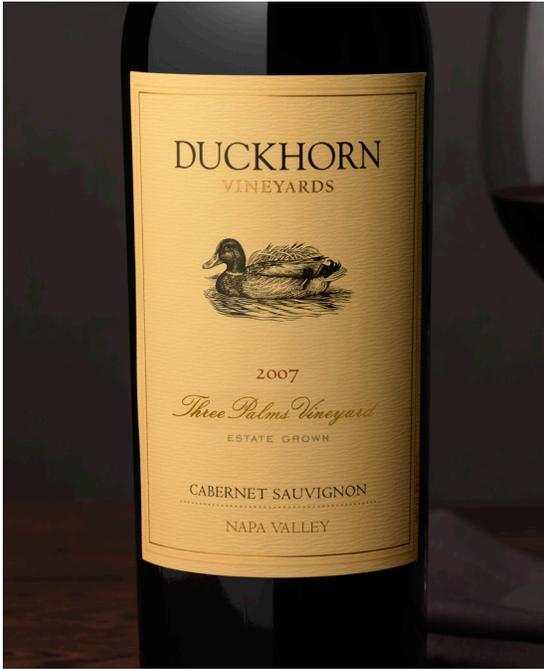


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