

Clos du Val

Refreshing One of Napa Valley's Historic Wine Brands

CHALLENGE

As one of the original wineries of the famed Stags Leap District and an American entrant in the historic 1976 Judgment of Paris, Clos du Val is a Napa Valley legend. CF Napa was tasked to consult on the brand's tiering structure and then refresh the brand logo and packaging – returning the brand to its former status and appropriate pedigree. The new packaging would need to incorporate a more youthful freshness combined with a sophisticated French sensibility to honor the founding family's ties to Bordeaux.

SOLUTION

CF Napa refreshed the brand's five tiers; the first to launch was the Red Blend for their international market. The Clos du Val wordmark was refined to be more readable, and their Three Graces icon was redrawn to be more representative of the sculpture on which it was based and with the intention of creating a symbol with the flexibility to be used across diverse mediums while implementing a more contemporary take. Both a positive and reverse version were developed so that the logo could be easily used across a wide range of mediums. The final touch to the label was the use of their historic terracotta color.

CLIENT

Clos du Val

COUNTRY

United States

PROJECT SCOPE

Logos
Packaging
Print
Digital

Clos du Val

Refreshing One of Napa Valley's Historic Wine Brands

SOLUTION, CONTINUED

Following the Red Blend, and the first to launch domestically in the new packaging, was the iconic Napa Valley Cabernet Sauvignon. The new label prominently features the redrawn Three Graces icon. A version of the brand's wordmark with swirls framed the new illustration while harkening back to the brand's historical packaging. The previously dark colored capsules were replaced with a cream to aid in visibility in stores.

For the super-premium Estate tier, the Three Graces portrait was accentuated by a debossed frame for a highly tactile design and was accompanied by minimal text to provide the understated elegance of a fine art piece. A handwritten vintage date accentuated the exclusivity of the sophisticated wine.

A luxurious icon wine was developed as the highest point of the Clos du Val portfolio – Yettalil. This wine utilized the brand's trademark terracotta. The redrawn Three Graces icon was given its due reverence as the only design element on the front label – a white border framed the label like a piece of fine art. A neck label and a metal cork seal embossed with the Three Graces provided the final touches.

CLIENT

Clos du Val

COUNTRY

United States

PROJECT SCOPE

Logos
Packaging
Print
Digital

Clos du Val

Refreshing One of Napa Valley's Historic Wine Brands

SOLUTION, CONTINUED

Along with the portfolio of wines, CF Napa developed the Clos du Val website. The new site needed to evoke the brand's friendly, youthful personality while respecting the winery's pedigree as a Napa Valley icon. Additionally, the website needed to streamline the user experience and path to purchase.

CF Napa created an editorial-style site with expansive full-color header photos set against a neutral toned background. A simplified and restructured menu along the top allowed for simpler navigation. The online wine shop was moved to the first page on the menu, making it easier than ever for the consumer to purchase and enjoy their favorite Clos du Val wines. The strategically concise copy reinforced the brand's warm persona while inviting the reader to learn more about the history of the winery.

CLIENT

Clos du Val

COUNTRY

United States

PROJECT SCOPE

Logos
Packaging
Print
Digital

Clos du Val

Refreshing One of Napa Valley's Historic Wine Brands

MARKETPLACE RESULTS

The brand relaunched with the new look in June of 2021 with the 2019 vintage - the wines sold out in 10 months. The 2019 vintage contributed to a 40% depletion growth in 2021 and then a 37% depletion growth in 2022. The category was previously experiencing an average of 5%-7% depletion growth.

Clos du Val often refers to themselves as the “oldest new brand” on the market and has found that the new design reclaims the terracotta color as a point of difference and iconic calling card of the brand. The usage of the color as well as the switch to a lighter cream-colored capsule has greatly improved shelf pop and contributed to noteworthy growth in fine wine stores as well as on-premise sales.

“CF Napa knows and understands the Luxury and Fine Wine categories. They are very good at listening to the client’s brief and then developing a system of creative design. They have great account representation and are extremely responsive to the client’s zigs and zags.”

MIKE HOLDEN
CEO
Clos Du Val

CLIENT
Clos du Val

COUNTRY
United States

PROJECT SCOPE
Logos
Packaging
Print
Digital







CLOS DU VAL
WINERY

SHOP EXPERIENCE DIG DEEPER JOIN Account Log In Cart 0 items \$0.00



TERROIR

Clos du Val currently farms over 225 acres of estate vineyards located in the Stags Leap District and Yountville AVAs (American Viticultural Areas) within Napa Valley.

A lot of people like to talk about terroir, and we are no exception — our terroir is Clos du Val's raison d'être. In the late 1960s, young Bernard Portet, son of the technical director at Château Lafite in Bordeaux, was hired by John and Henrietta Golet for a singular mission: to find the best site in the world in which to grow Bordeaux varietals. The only catch? The Golets wanted to look outside of France.

Bernard spent the better part of the next two years exploring four continents and traversing winemaking regions including Australia, New Zealand, South Africa, Chile, Argentina, and the western United States. In Chile, while he didn't find his perfect vineyard site, Bernard met the love of his life, Helia, who would later become his wife. She agreed to come with him to the next stop on his world tour: the Napa Valley, where the two have lived ever since.

But let's not jump too far ahead... legend has it that one day while Bernard was scouting the Napa Valley, he took a truck window, he noticed that while entering a small, sheltered nook of the valley, the temperature suddenly dropped. It was there that Bernard found his perfect vineyard site. It would later be known as Stags Leap District, the smallest AVA in the Napa Valley, and home to Cabernet Sauvignons revered around the world.

HIRONDELLE VINEYARD STAGS LEAP DISTRICT, NAPA VALLEY

The crown jewel of Clos du Val's estate program is a majestic vineyard in the heart of Stags Leap District. Acquired in 1972, this coveted land is home to Clos du Val and features 120 acres and some different clones of Cabernet Sauvignon. Often referred to as a "valley within a valley," the Stags Leap District is just three miles long and one mile wide. Celebrated for its ideal climate that draws in cool breezes from the San Pablo Bay, Stags Leap District produces wines with velvety textures and pure varietal flavors, while retaining ideal natural acidity — qualities that are perfect for making exceptional, age-worthy wines.



1 2 3 4



RIVERBEND VINEYARD YOUNTVILLE, NAPA VALLEY

Along a narrow stretch of the Napa River sits the Riverbend Vineyard, a 100-acre site bordered by a rich riparian area with significant soil variations. Our viticultural team had the unique opportunity to plant this site in phases starting in 2005 and completing in 2016. The vineyard is blessed with a fertile and healthy ecosystem, which is beneficial to growing exceptional grapes.

In addition to 10 different Cabernet Sauvignon clones, the vineyard is planted to complementary Bordeaux varieties such as Merlot, Petit Verdot, Cabernet Franc and Malbec. A small amount of Sauvignon