

# Baldacci Family Vineyards

Redesign for Family Winery Sets Stage for Next Generation

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## CHALLENGE

Baldacci Family Vineyards came to CF Napa with the task of redesigning and restructuring their brand's tiers of wine. The refresh was driven by the growth of the winery's Cabernet Sauvignon portfolio and the construction of their estate's new wine cave and tasting center. The redesign needed to capture a more premium expression while updating the historic family crest and leveraging the brand's multigenerational equities and classic, old world feel. The new packaging also needed to provide a clear differentiation between the various tiers of wines, AVAs and icon wines.

## SOLUTION

CF Napa redesigned the iconic Baldacci crest to maintain the original elements in a cleaner, more modern expression. The established date was added to the crest to reinforce the winery's history in the Napa Valley. A new packaging system was created for the main portfolio and Cabernet tiers to more clearly evoke the AVA and estate grown status and clearly differentiate between tiers. As the wines ladder up in price, the front label becomes more simplistic, and the Baldacci crest takes center stage.

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### CLIENT

Baldacci Family Vineyards

### COUNTRY

United States

### PROJECT SCOPE

Logos  
Packaging

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## **SOLUTION, CONTINUED**

For their icon Fraternity and Black Label wines, the labels were designed with debossed details to create a rich textural dimension. For their highly sought-after Brenda's Vineyard Cabernet Sauvignon, the reimagined Baldacci crest was screenprinted in gold. A strip label with debossed detailing draws the eye to the name of this iconic wine. The gold foil and screenprinting elevate the wine from the others and cements its status as the brand's pièce de résistance.

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## MARKETPLACE RESULTS

The new look was released in July 2021 in tandem with the opening of the winery's new tasting room. This perfect timing allowed for the winery to do a complete relaunch that positioned the brand in a more luxury space from multiple consumer touch points. The design has been extremely well received by customers that visit the revamped winery as well as the Baldacci family.

**“CF Napa was able to take our vision, and while it may have felt all over the place and lacked direction, they took it and put together packaging that was better than our wildest dreams. The attention to detail was second to none, and the end product was something we had dreamt of, but to have it come to life was amazing.”**

**MICHAEL BALDACCI**  
Director of Winemaking & Vineyards  
Baldacci Family Vineyards

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**CFNAPA**  
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