

Duckhorn Vineyards

New Packaging Helps Duckhorn Vineyards Build Its Flock

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.

SOLUTION

CF Napa Brand Design redesigned the core equity elements including the duck icon and wordmark 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.

CLIENT

Duckhorn Vineyards

COUNTRY

United States

PROJECT SCOPE

Logos
Packaging
Print

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SOLUTION, CONTINUED

The wordmark 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.

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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 the launch of the new packaging. The Discussion has maintained its sought-after positioning and has repeatedly sold out upon release.

“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 Vineyards

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