

Hillside

Establishing a Tiered Design for Hillside Winery

CHALLENGE

Hillside Winery, located in Penticton, B.C., came to CF Napa to premiumize their packaging to reflect the quality of their wines, capture a better sense of place, and to create greater differentiation between their multiple tiers. Despite the varying price points, most of their wines shared the same packaging design; leaving their higher-end wines devoid of the opportunity to assert their single vineyard status and exceptional Naramata Bench pedigree.

SOLUTION

CF Napa collaborated with the Hillside Winery team to define tiers within their expansive portfolio of wines. Once these were established, CF Napa developed a design system with a cohesive family look that still allowed for “laddering up” to more premium looks for each of the higher tiers. A silhouette of the winery along its iconic namesake hillside location became the unifying symbol of the brand. The entry tier gilds the silhouette in gold foil on a two-color label. As the design ladders up to the Heritage Series Tier, the silhouette becomes a die cut, showing off the wine in the bottle. For the Single Vineyard Tier, the label color changes from gray and cream tones to a luxurious and understated black.

CLIENT

Hillside Winery

COUNTRY

Canada

PROJECT SCOPE

Logos
Packaging

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SOLUTION, CONTINUED

For the brand's most exclusive offering, Mosaic, the design was inspired by an aerial view of the winery's iconic cupola that forms a mosaic of shapes; the inspiration for the wine's name, which embodies the blend of Bordeaux varietals artfully balanced to create the wine. To translate this visually, we created a mosaic icon—which doubles as a from-the-sky downward view of the cupola—using contrasting gold and pearlescent foils. Strategic embossing and debossing of the foil tiles provided textural interest, echoed the beautifully imperfect art of mosaics, and supported the wine's tagline – “Small pieces coming together to create a work of art.”

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MARKETPLACE RESULTS

The winery rolled out the new packaging as new vintages were released with the white wines launching prior to the reds; by the fall of 2020 all SKUs were sporting the new look. The design has been incredibly well received by trade, media, retailers, and consumers. With the new, clearer tiering structure established, both tasting room staff and salespeople are better able to differentiate between wines and tell the holistic story of the winery. The packaging design has sparked interest from new customers and provided a conversation starter for existing fans, allowing the winery to increase wine club conversion.

“Working with CF Napa was incredibly easy. They listened to our brand story and history and gave us a number of options for our rebrand. They listened to our feedback, changed design details when needed and overall, we had an amazing experience. To say that we would highly recommend them would be an understatement.”

SHELANN SLEEGERS
DTC & Marketing Manager
Hillside Winery

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