

Luna Nuda

Italian Import “Shoots the Moon” with New Package Design

CHALLENGE

When Pacific Highway Wines & Spirits came to us we knew they had a great product - a complex yet delicate Pinot Grigio sourced from a fourth-generation family estate winery in Alto Adige, Italy. But when the brand launched in the Southeast United States, sales were disappointing. With a great name (“Naked Moon” in Italian), a great story, and a great wine, Luna Nuda had all the makings of a successful brand, but the packaging wasn’t resonating with consumers. Sure, people loved it when they tasted it, but it wasn’t flying off shelves like we knew it could. Furthermore, Winesource International needed to position the brand in both retail and on premise markets, meaning the design solution needed to stand out on a cluttered shelf, yet maintain a sommelier-friendly elegance – always easier said than done.

CLIENT

Winesource International

COUNTRY

Italy

PROJECT SCOPE

Logos
Packaging

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SOLUTION

Luna Nuda’s original label was a tired cliché; a gondolier navigating the canals of Venice by night - an image that gave absolutely no hint of the quality of the wine inside the bottle. We loved the name, and we kept the shimmering night sky as our imagery, but the entire package would require a revamp. Our aim was to make the brand much more premium in appearance and to have it pop off of retailers’ shelves. The new logo mark features a shining moon fashioned from tiny, hand drawn stars. Those stars are stamped in gold foil and over printed with three different inks, giving them rich depths of gold patina. We then embossed them in such a way that the stars literally twinkle as light reflects off the bottle. As a final touch, on the capsule we reproduced the midnight blue of that romantic Italian night sky.

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MARKETPLACE RESULTS

Since launching the new design Luna Nuda has gone from being sold in 3 states to 35 in just two years as well as Ontario, Canada in the OLCB stores. The new package design helped Winesource International gain authorization and distribution in Florida’s Winn Dixie and Publix grocery stores, using a couple examples of many, where it is now one of the top selling Pinot Grigios in its price category – even outperforming other brands with huge marketing budgets from major international suppliers. And what about on-premise? James Beard award-winning restaurants and chefs are now serving Luna Nuda by the glass, where before they wouldn’t have considered pouring it without a stunning design.

“One of the many reasons I chose CF Napa was their incredible attention to detail in the final execution of the labeling and packaging... A unique and memorable creative design is critical but it’s the final execution with paper texture, bottle shape, embossing and all the other subtleties necessary that create the difference between great and average.

Luna Nuda Pinot Grigio was the first brand that we developed on our own with an agency like CF Napa. I didn’t know everything involved but I knew what I wanted in a broad sense. Working with CF Napa was a terrific experience. They advised, listened, adjusted and all the while were very patient with me throughout

the entire process. They understood and showed a deep interest and concern to get it right as if it was their own ‘child’ – if you’re a brand owner, you know that these types of projects are very personal. With a new brand/package design the simple response you want from consumers, trade, employees etc. is ‘I love that’... we have gotten a lot of ‘I love that.’”

GREG MUELLER

Vice President National Accounts
and Regional Sales Manager
Winesource International

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