

# Montoya

Redesign Blossoms into New Sales

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## CHALLENGE

ASV Wines came to CF Napa to redesign their Montoya brand of five different varietals, including reds, whites and a rosé. The packaging needed to be refreshed to appeal to a Millennial audience and to refocus its offering as Monterey County exclusive wines.

One of the premium grape-growing and wine-producing regions in California and the world, Monterey County, is made up of one-of-a-kind microclimates that provide a range of diverse growing conditions crucial to producing exceptionally crisp, flavorful wines. With the majority of the region flanked by the Santa Lucia Mountains on the west and the Gabilan Range on the east, Monterey benefits from warm, sun-drenched days tempered by cool afternoon fog that drifts in off the cold waters of the Pacific Ocean.

## SOLUTION

CF Napa's solution was to create a vibrant, illustrative series of labels inspired by the native flora of the Monterey region and the natural, rugged beauty of the California coastal landscape. The labels utilize a minimal amount of text and bloom with hand-drawn illustrations created by CF Napa.

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**CLIENT**  
ASV Wines

**COUNTRY**  
United States

**PROJECT SCOPE**  
Brand Strategy  
Story Development  
Logos  
Packaging  
Print

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## **SOLUTION, CONTINUED**

Each varietal label is unique, creating a visually dynamic bouquet across the portfolio. The white band sets the brand name apart from the rest of the label while tying together the multiple varietals. This creates a consistency across the SKUs while still allowing for a visually compelling lineup. The new brand seal includes a modern M that also references the mountains that surround the region. Produced in gold foil, the seal endorses the wine, validating it as a true expression of Monterey. The stunning result was an unexpected label design that deeply rooted the wines' connection with the special coastal Monterey County AVA. Classic wines of breathtaking beauty, Montoya is a welcome escape from the ordinary.

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## MARKETPLACE RESULTS

The brand relaunched in August 2019 with its new packaging and the response has been overwhelmingly positive. The new premium look visually positions the wines above their respective price points while communicating the unique features of the wine, appellations and the Monterey lifestyle. The Montoya brand has been given key features, promotional positions and an increased focus in the retail environment since the new packaging launched. The brand expects this rejuvenation in interest to translate into increased customer awareness and sales.

“CF Napa’s design and innovation for the Montoya brand exceeded our expectations. They captured the essence of the brand with a distinctive identity. Simply put, our customers fell in love with the new designs.”

**KYLE RAY**  
General Manager  
ASV Wines

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