

# Square Peg Rosé with Bubbles

A Sparkling Rosé for a Brand That Thinks Outside the Box

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## CHALLENGE

Following the development of their core line of wines, Square Peg returned to CF Napa to extend into an exciting new category – canned sparkling Rosé. The design needed to reinvent the existing packaging design utilized for the still wines to create a serious, ultra-premium offering with a fun edge for the canned wine market.

## SOLUTION

CF Napa created a can design with a matte black background and the brand's signature cross-hatch pattern depicting vineyards in silver. A band of pearlescent pink brought a pop of color to the can and was a nod to the color of the wine. The slim can continued the sleek, modern aesthetic and added a feminine flair.

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**CLIENT**  
Square Peg

**COUNTRY**  
United States

**PROJECT SCOPE**  
Logos  
Packaging  
Marketing

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## MARKETPLACE RESULTS

The canned Rosé launched in August of 2021 and became an instant hit. Retailers praised the product both for the quality of the wine and for the unique packaging. Customers love the high-end look and feel of the canned wine. Enthusiasm for Square Peg Rosé with Bubbles has translated into sales dollars with the second-release sales numbers exceeding initial projections.

“CF Napa has been an incredible partner throughout developing and launching Square Peg Canned Rosé. Their expertise in wine branding and marketing has been instrumental in the success of our product. We are extremely grateful for their dedication and passion.”

**BRAD ALPER**  
Founder/Winegrower  
Square Peg

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