

## David Schuemann | Speaker Resume

In 2001, David Schuemann was hired by CF Napa Brand Design as the Creative Director. One year later, he and Lisa Schuemann purchased CF Napa and in the 23 years since the purchase, David has led CF Napa to become one of the world's preeminent brand agencies specializing in the alcohol beverage category. CF Napa has created some of the fastest-growing and most successful alcohol brands in the world. The firm's work has earned international recognition from almost every major design competition in the world and some of the most prestigious museums. In 2013, David authored "99 Bottles of Wine, The Making of the Contemporary Wine Label". The book offers a behind-the-scenes look at how creative packaging and innovative design at CF Napa drive some of today's most successful wine brands.

### Speaking Topics:

- Implementing an Innovative Design
- The Psychology of Wine Labels
- Why You Can't Market to Millennials
- The 9 Attributes of Highly Successful Alcohol Beverage Brands
- The 80/20 Rule for Alcohol Beverage Branding: Why Consumers Purchase Package Over Product
- Revolutionary vs. Evolutionary Redesign for Alcohol Brands
- The Selling Power of Stories
- Leveraging Confirmation Bias in Alcohol Beverage Branding
- We Drink with Our Eyes®
- Marketing to HENRY's (*the High Earners Not Rich Yet demographic*).

### Connect with David:

T: 707.265.1891

Email: [dschuemann@cfnapa.com](mailto:dschuemann@cfnapa.com)

LinkedIn: [linkedin.com/in/davidschuemann](https://www.linkedin.com/in/davidschuemann)

Blog: [drinkwithyoureyes.com](http://drinkwithyoureyes.com)

### Previous Speaking Engagements:

June 2025

UC Davis VEN 190X Seminar Series, Davis, CA

Topic: *Drink With Your Eyes®*

February 2024

American Craft Spirits Association Distillers & Convention Trade Show, Denver, CO

Topic: *Worried About Your Package?*

February 2023

American Craft Spirits Association Distillers & Convention Trade Show, Portland, OR

Topic: *Drink With Your Eyes®*

September 2022

American Distilling Institute Craft Spirits Conference and Expo, St. Louis, MO

Topic: *Drink With Your Eyes®*

June 2022

Spirits Sales + Marketing Conference, Austin, TX

Topic: *The Redesign that Catapulted Coppercraft Distillery into a Nationwide Brand*



March 2021

WSWA Access Webinar

Topic: *Labeled for Success*

March 2019

American Distilling Institute Craft Spirits Conference and Expo, Denver, CO

Topic: *Best Practices for Choosing a Glass Bottle that Stands Out.*

March 2019

The Seminar Group - Best Practices for Owning and Operating a Winery, Napa, CA

Topic: *Branding, Monetization and Compliance.*

February 2019

Unified Wine & Grape Symposium, Sacramento, CA

Topic: *Participated as a speaker in the Marketing Exhibits Tour.*

September 2018

Wine Business Monthly - Wine Industry Financial Symposium, Napa, CA.

Topic: *Private Label 101: What You Need to Know Before Starting a Brand.*

March 2018

American Distilling Institute Craft Spirits Conference and Expo, Portland, OR.

Topic: *Building a Branded House vs. Building a House of Brands.*

February 2018

Spirited, Santa Rosa, CA.

Topic: *Next Steps, Start Me Up.*

April 2017

California Historical Society - Exploring the Future of Wine Label Design, San Francisco, CA.

Topic: *Presentation and a discussion around the future of the wine label. From established label makers to start-ups to law, this event will highlight the possible innovations, challenges, and potential futures for the wine label design industry.*

August 2016

Wines & Vines Packaging Conference, Yountville, CA.

Topic: *Presentation with a variety of industry experts including Nielsen to discuss industry best practices for improving package design processes and developing designs that perform well with consumers.*

March 2016

American Craft Spirits Association Distillers & Convention Trade Show, Chicago, IL.

Topic: *How Millennials are Changing the Game.*

February 2016

WestPack – Packaging Design that Sells Conference, Anaheim, CA.

Topic: *The Ultimate Balancing Act – Preserving Your Original Brand Story While Evolving With Your Consumer.*

February 2016

USBvX 2016, Washington, D.C.

Topic: *Consumers Drink with Their Eyes - Why Consumers Purchase Package Over Product.*

November 2015

ADI Hands-On Rum and Whiskey Distilling Workshop, Do Good Distillery, Modesto, CA.

Topic: *The 80/20 Rule: Why Consumers Purchase Package Over Product.*

September 2015

Sonoma State University, Rohnert Park, CA.

Topic: *Building Brands; Developing Your Brand's Essence, Developing Your Story and The Importance of Packaging and Branding in Your Brand's Success.*



**August 2015**

Wines & Vines Packaging Conference, Napa, CA.

Topic: *Panel Discussion in conjunction with Nielsen on wine packaging and the importance of a great creative brief.*

**March 2015**

Women of the Vine Global Symposium, Napa, CA.

Topic: *Branding That Works – How to Stand Out Amongst the Competition.*

**February 2015**

American Craft Spirits Association Convention & Trade Show, Austin, TX.

Topic: *We Drink with Our Eyes. Why Those Who Like the Package, Love the Spirit.*

**November 2014**

Wine Vision, London, UK.

Topic: *We Drink with Our Eyes. Why Those Who Like the Label, Love the Wine.*

**August 2014**

Wines & Vines Packaging Conference, Napa, CA.

Topic: *Implementing an Innovative Design & Wine Packaging Trends.*

**May 2014**

Craft Beverage Expo, Oakland, CA.

Topic: *Creating a Viable Brand.*

**May 2014**

Craft Beverage Expo, San Jose, CA.

Topic: *Sending the Right Message – Defining & Redefining Your Brand.*

**January 2014**

Unified Wine & Grape Symposium, Sacramento, CA

Topic: *Wine Packaging Steps, Trends and Innovations to Increase Consumer Pull.*

**August 2013**

Luxury Marketing Council – Best Practices for Small Producers, Napa, CA

Topic: *Wine Label Design, the Do's and Don'ts.*

**August 2012**

Wines of Chile Conference, Santiago, Chile

Topic: *The Core of Every Successful Brand – New Trends in Packaging and Labeling in Relation to Chilean Wines.*

**March 2012**

Owning & Operating a Winery, Napa, CA

Topic: *Developing and Growing Your Brand.*

**June 2010**

Luxury Marketing Council - How to Make Sense of Today's Chaotic Luxury Wine Market - An Advanced Survival School for Wine Marketers, Napa, CA

Topic: *Successful Strategies and Tactics in Today's Marketplace to Improve Brand Performance, Customer Experience, and Market ROI.*

**June 2010**

American Distilling Institute - Whiskey Distilling Workshop, Stillwater Spirits, Petaluma, CA

Topic: *Key Elements to Building a Successful Spirits Brand.*

**June 2010**

Wine Roads – The New ABC – Always Be Creative - Turning Assets Into Customers, Sonoma, CA

Topic: *Discovering Your brand's Intangible Qualities and How to Leverage Your "Brand Essence" to enhance Your Brand's Assets for Increased Bottom Line Results.*