



Before & After Spirits Examples

ABOUT US

For 50 years, CF Napa Brand Design has set the standard in the global drinks industry. Under the leadership of Owner & Creative Principal David Schuemann for the past 24 years, we have developed and restaged countless brands through strategic portfolio architecture, story, packaging, and visual ethos to establish brands that live and grow beyond the limits of their packaging.

CF Napa's expertise lies in our process—from project conception to conclusion, we balance listening with leading to execute solutions rooted in strategy that connect strongly with consumers and drive sales, whether in the domestic or international marketplace.

- Alcohol Brand Experts
- 50 years of experience creating strategic solutions.
- Materials & sourcing experts, with best-in-class vendor relationships.
- White glove from start to finish.

DRINK WITH YOUR EYES®

Every day we make countless decisions based on the sensory information available to us, and many of these decisions are subconscious. In the aisles of stores or online, when we are not afforded all our senses, we often must make choices based solely on the appearance of a product.

We drink with our eyes.

DRINK WITH YOUR EYES®

This is our foundational belief at CF Napa Brand Design. Visuals profoundly impact consumer decision making, but simply being disruptive isn't enough to connect with consumers and generate sales.

When done strategically and perfectly matched to the consumer and the brand promise, the look and feel of the packaging captivates the consumer in three ways:

1. **Encourages trial** of your brand over others in the marketplace.
2. **Reinforces quality** of your product while they are enjoying it. Consumer testing verifies the power of packaging. A consumer may like or dislike an alcohol beverage when the only difference is the packaging; falling in love with the product when it is poured from a package they like and disliking the same exact product when in a package they don't like.
3. **Assists recall** of your brand when they are ready to buy again.

OUR CAPABILITIES

BRAND STRATEGY

- Brand Auditing & Alignment
- Brand Portfolio Architecture
- Pricing Strategy
- New Brand Launch
- Existing Brand Repositioning

STORY DEVELOPMENT

- Consumer Segment Identification
- Market Opportunity Analysis
- Brand Alignment
- Analysis of Competitive Set
- Brand Voice
- Brand Ethos
- Brand Visualization & Activation

LOGOS

- Logos
- Icons
- Wordmarks

CUSTOM BOTTLES

- Custom Structures
- Custom Glassware
- Custom Bottles
- Factory Coordination & Communication

PACKAGING

- Label Design
- Package Design
- Capsule & Closure Design
- Production Coordination

NAMING

MARKETING

- Case Cards
- Hang Tags
- Tasting Sheets
- Sell Sheets
- Shelf Talkers
- Billboards
- Stationery & Business Cards
- Specialty Items

DIGITAL

- Website Design & Programming
- E-Commerce Integration
- Launch Coordination
- Ongoing Support
- Email Template Creation & Coordination
- Social Media Templates
- Bottle Shots
- Videography

Spirits Projects

BEFORE AND AFTER

Spirit Works Distilling

Before and After Spirits Logo & Package Design
Corning & Company



BEFORE



AFTER



Old Quaker

Before and After Spirits Logo & Package Design
Corning & Company



BEFORE



AFTER



OLD
QUAKER

BOURBON

A BLEND OF STRAIGHT BOURBON WHISKEYS
AGED 4 YEARS IN OAK BARRELS



PRODUCED & BOTTLED BY
Old Quaker
Distilling Company
AN AMERICAN ORIGINAL

CONTENTS 750 ML

ALC. BY VOL. 42% PROOF 84



OLD
QUAKER

**AMERICAN
WHISKEY**

A BLEND OF STRAIGHT AMERICAN WHISKEYS
AGED 4 YEARS IN OAK BARRELS



PRODUCED & BOTTLED BY
Old Quaker
Distilling Company
AN AMERICAN ORIGINAL

CONTENTS 750 ML

ALC. BY VOL. 42% PROOF 84



OLD
QUAKER

RYE

A BLEND OF STRAIGHT RYE WHISKEYS
AGED 4 YEARS IN OAK BARRELS



PRODUCED & BOTTLED BY
Old Quaker
Distilling Company
AN AMERICAN ORIGINAL

CONTENTS 750 ML

ALC. BY VOL. 42% PROOF 84

Pond Fork

Before and After Spirits Logo & Package Design
Corning & Company



BEFORE



AFTER



Knockmore Irish Whiskey

Before and After Spirits Logo & Package Design
Knockmore Irish Whiskey



BEFORE



AFTER



KNOCKMORE

SMALL BATCH

IRISH WHISKEY

TRIPLE DISTILLED IN IRELAND
IRISH 100% GRAINS

BLENDED & MELLOWED FOR SMOOTHNESS

80 PROOF MATURED IN FLAME CHARRED CASKS 40% ALC/VOL
NON-CHILL FILTERED 750ML

WEST 1818 CORK

Sonoma Distilling Co.

Before and After Spirits Package Design
Corning & Company



BEFORE



AFTER





BEFORE



AFTER





BLACK TRUFFLE RYE

MIXED WITH CALIFORNIA GRAIN
STRAIGHT RYE WHISKEY WITH
FRENCH BLACK TRUFFLE

PRODUCT OF
SONOMA DISTILLING CO.

CALIFORNIA CRAFTED
SONOMA
DISTILLING CO.

DISTILLED AND BOTTLED IN SONOMA COUNTY
TRD E. 2010 MRK

BLACK TRUFFLE RYE

LIMITED EDITION
STRAIGHT RYE WHISKEY WITH FRENCH BLACK TRUFFLES
MADE WITH CALIFORNIA GRAINS

Results

The new design started to hit the market in the summer of 2022 with select products and had fully launched by Q1 2023. The new look received an overwhelmingly positive response. In less than 1 year of the new design in market, the new look had won Gold in the prestigious Global Spirits Design Master competition hosted by the Spirits Business and it won Gold for Best Relaunch/Redesign in the World Whiskies Awards.

Thatcher's Organic

Before and After Spirits Logo & Package Design

Thatcher's Organic



BEFORE



AFTER





BEFORE



AFTER



THATCHER'S
ORGANIC ARTISAN SPIRITS

— SMALL BATCH —
VODKA

PROUDLY CRAFTED IN THE USA FROM
THE FINEST ORGANIC CORN

PRODUCED & BOTTLED BY THATCHER'S ORGANIC SPIRITS

GRAIN ORGANIC NORTH AMERICAN CORN	DATE BOTTLED 06/2020
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CRAFTED IN HOLLAND, MICHIGAN

GLUTEN FREE
PROOF 100 | ALC/VOL 50% | 750ML

THATCHER'S



Still Austin

Before and After Spirits Logo & Package Design

Still Austin



BEFORE



AFTER







BEFORE



AFTER



Monkey In Paradise

Before and After Spirits Logo & Package Design

Monkey In Paradise



BEFORE



AFTER

MONKEY
IN PARADISE



**MONKEY
IN PARADISE**
— PREMIUM —
VODKA
CRAFTED IN FLORIDA

DISTILLED
7 TIMES

WORLD'S HIGHEST RATED VODKA
SUGAR FREE • GLUTEN FREE • CARB FREE
80 PROOF | 40% ALC/VOL | 750ML



Results

Since the relaunch, sales have increased by double digits. In the first full year following the redesign, sales of the vodka with the new packaging design were 6X higher than those of the previous year with the old packaging design. The new label and corresponding case shipper have been positively received by consumers and retailers alike, providing the opportunity to get coveted placement in point-of-purchase displays which has contributed to the redesign's success.

Coppercraft Distillery

Before and After Spirits Logo & Package Design

Coppercraft Distillery



BEFORE



AFTER



COPPERCRAFT
DISTILLERY
ESTD 2012
HOLLAND, MICHIGAN
MADE
IN THE U.S.A.

RUM
MADE FROM 100% SUGARCANE MOLASSES
Coppercraft is a tribute to the American Craftsmen. Building upon
the Michigan legacy as high quality makers and manufacturers,
we bring superior grain and skill to each the finest spirit.
USA
DISTILLER
40% ALC. BY VOL. 80 PROOF 750 ML

COPPERCRAFT
DISTILLERY
ESTD 2012
HOLLAND, MICHIGAN
MADE
IN THE U.S.A.

STRAIGHT BOURBON WHISKEY
Coppercraft is a tribute to the American Craftsmen. Building upon
the Michigan legacy as high quality makers and manufacturers,
we bring superior grain and skill to each the finest spirit.
40-55% ALC. BY VOL. 80-110 PROOF 750 ML

CITRUS FLAVORED VODKA
WITH 100% PREMIUM GRAIN
Coppercraft is a tribute to the American Craftsmen. Building upon
the Michigan legacy as high quality makers and manufacturers,
we bring superior grain and skill to each the finest spirit.
40% ALC. BY VOL. 80 PROOF 750 ML

COPPERCRAFT
DISTILLERY
ESTD 2012
HOLLAND, MICHIGAN
MADE
IN THE U.S.A.

VODKA
MADE WITH 100% PREMIUM GRAIN
Coppercraft is a tribute to the American Craftsmen. Building upon
the Michigan legacy as high quality makers and manufacturers,
we bring superior grain and skill to each the finest spirit.
USA
DISTILLER
40% ALC. BY VOL. 80 PROOF 750 ML



Results

Due to the launch of the new bottle design in April 2018, the client expects to experience a 730% growth in sales in comparison to 2017. When the cans launched in March of 2018, the customer demand for the product was 4 times the current production capacity.

Sonoma Brothers Distillery

Before and After Spirits Logo & Package Design

Sonoma Brothers Distillery



BEFORE



AFTER



Long Road Distillers

Before and After Spirits Logo & Package Design

Long Road Distillers



BEFORE



AFTER



Yellow Rose Distilling

Before and After Spirits Logo & Package Design
Yellow Rose Distilling



BEFORE



AFTER



CRAFTED IN TEXAS
YELLOW ROSE
DISTILLING

THE OLDEST LEGAL DISTILLERY IN HOUSTON, TEXAS
PREMIUM AMERICAN
WHISKEY
100% GRAIN NEUTRAL SPIRITS
40%
CRAFTED IN THE LONE STAR STATE

CRAFTED IN TEXAS
YELLOW ROSE
DISTILLING

THE OLDEST LEGAL DISTILLERY IN HOUSTON, TEXAS
SINGLE MALT
WHISKEY
100% GRAIN NEUTRAL SPIRITS
40%
CRAFTED IN THE LONE STAR STATE

CRAFTED IN TEXAS
YELLOW ROSE
DISTILLING

THE OLDEST LEGAL DISTILLERY IN HOUSTON, TEXAS
OUTLAW BOURBON
WHISKEY
100% GRAIN NEUTRAL SPIRITS
46%
CRAFTED IN THE LONE STAR STATE

Thank You

FOR MORE INFORMATION, PLEASE CONTACT:

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MY BLOG:
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