



Before & After Wine 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

Wine Projects

BEFORE AND AFTER

Clos du Val

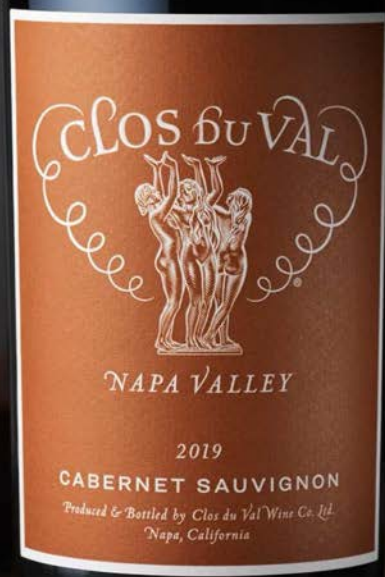
Before and After Wine Logo & Package Design
Clos du Val



BEFORE



AFTER



CLOS DU VAL

NAPA VALLEY

2019

CABERNET SAUVIGNON

*Produced & Bottled by Clos du Val Wine Co. Ltd.
Napa, California*



CLOS DU VAL

2020

RED BLEND

*Produced & Bottled by Clos du Val Wine Co. Ltd.
Napa, California*







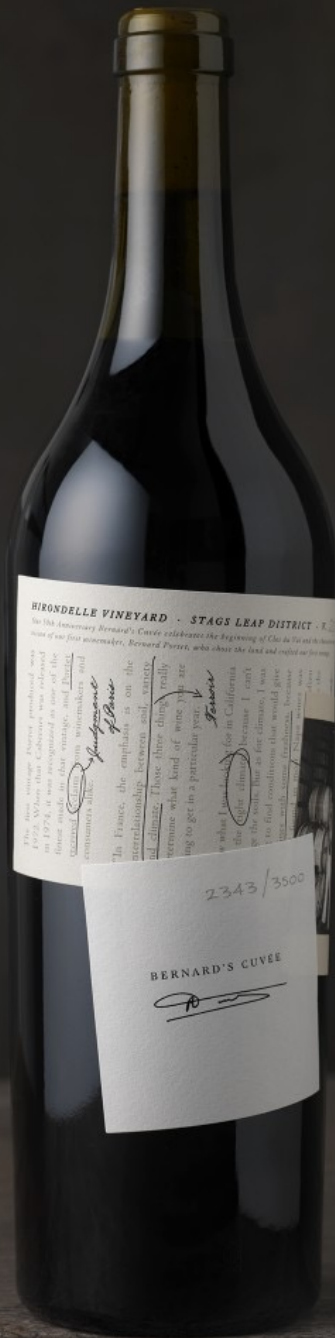
BEFORE



AFTER













CLOS
DU
VAL

STOP WAITING FOR
FRIDAY



CLOS
DU
VAL

CREATE YOUR OWN
SUNSHINE



CLOS
DU
VAL

1 FOR YOU, 3 FOR ME

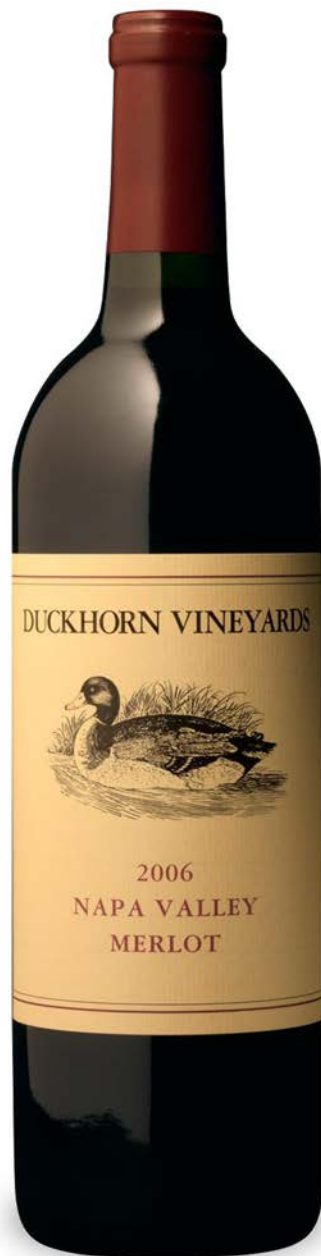


Results

The brand relaunched with the new look in June of 2021 with the 2019 vintage - the wines sold out in 10 months. The 2019 vintage contributed to a 40% depletion growth in 2021 and then a 37% depletion growth in 2022. The category was previously experiencing an average of 5%-7% depletion growth. Clos du Val often refers to themselves as the “oldest new brand” on the market and has found that the new design reclaims the terracotta color as a point of difference and iconic calling card of the brand. The usage of the color as well as the switch to a lighter cream-colored capsule has greatly improved shelf pop and contributed to noteworthy growth in fine wine stores as well as on-premise sales.

Duckhorn Napa Valley

Before and After Wine Logo & Package Design
Duckhorn Wine Company



BEFORE



AFTER

DUCKHORN
VINEYARDS



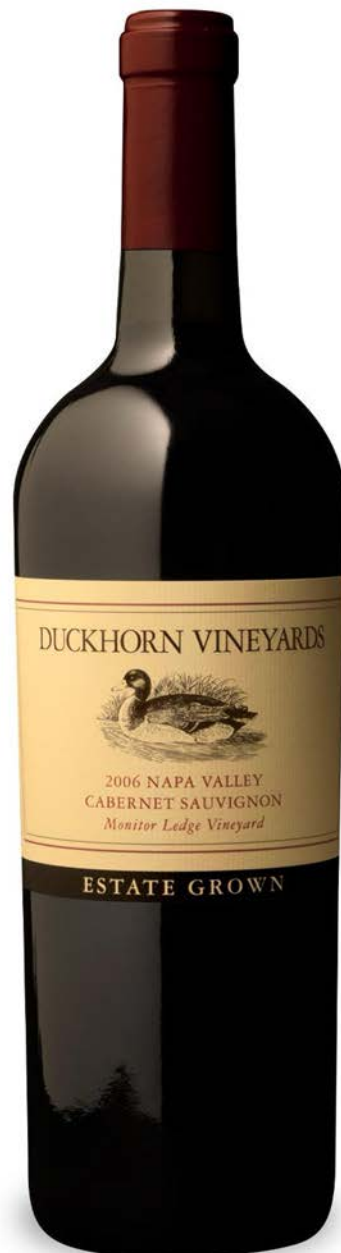
Napa Valley
MERLOT
2007

Results

Immediately after its launch, the revitalized Duckhorn packaging was met with enthusiasm from distributors and key accounts. The new contemporary look allowed the winery to raise pricing for all the tiers by \$10, increase production and expand distribution. Growth has been substantial and has lead to production quadrupling since the launch of the new packaging.

Duckhorn Vineyard Designate

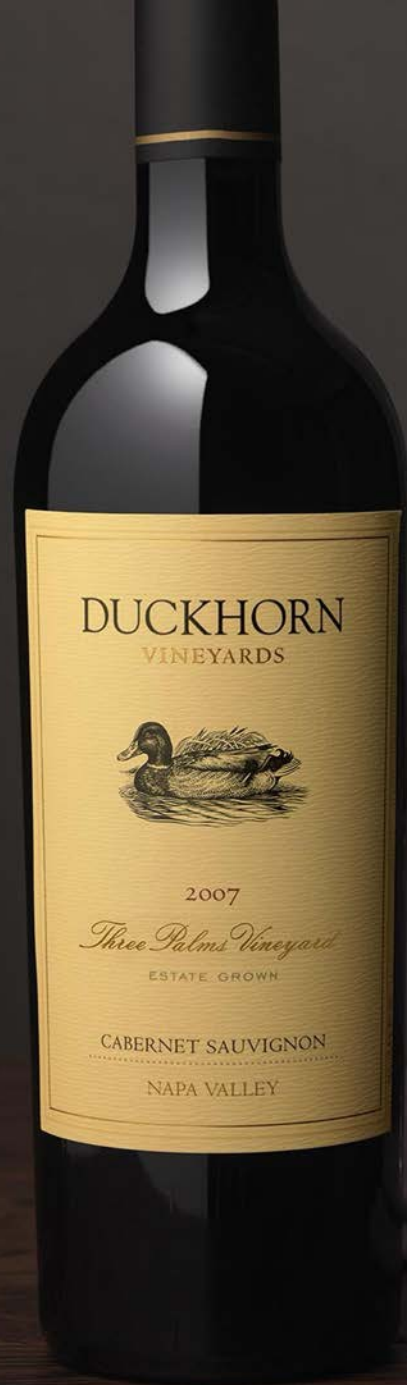
Before and After Wine Logo & Package Design
Duckhorn Wine Company



BEFORE



AFTER



DUCKHORN
VINEYARDS



2007

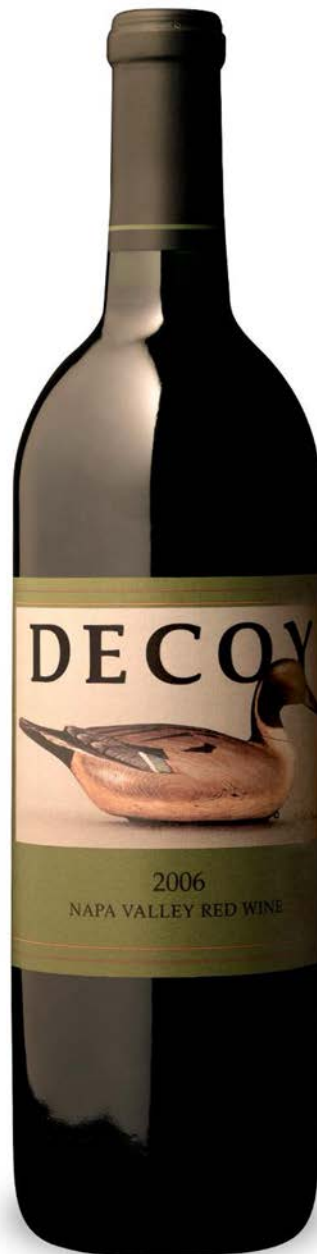
Three Palms Vineyard
ESTATE GROWN

CABERNET SAUVIGNON
NAPA VALLEY



Decoy

Before and After Wine Logo & Package Design
Duckhorn Wine Company



BEFORE



AFTER



DECOY

Napa Valley

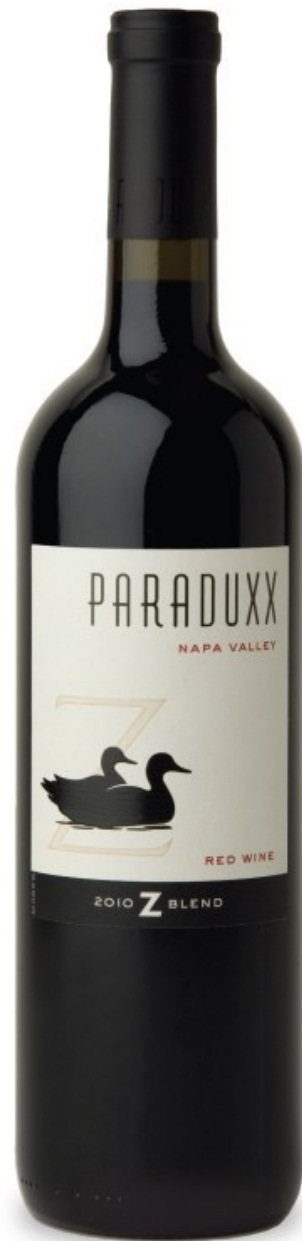
— RED WINE —

2007

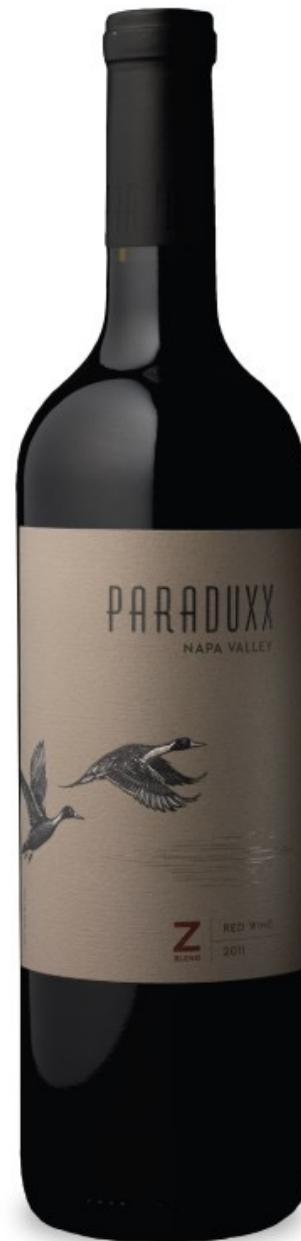


Paraduxx

Before and After Wine Logo & Package Design
Duckhorn Wine Company



BEFORE



AFTER



Migration

Before and After Wine Logo & Package Design
Duckhorn Wine Company



BEFORE



AFTER



2008
CHARDONNAY



MIGRATION[®]
ANDERSON VALLEY

2008
PINOT NOIR

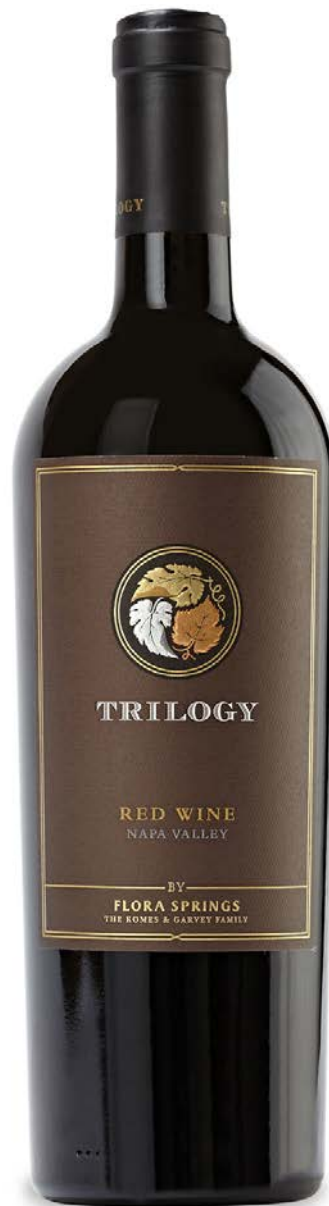


MIGRATION[®]
ANDERSON VALLEY

Trilogy

Before and After Wine Logo & Package Design

Flora Springs



BEFORE



AFTER



TRILOGY



TRILOGY

NAPA VALLEY

2021

FLORA SPRINGS

Revana

Before and After Wine Logo & Package Design

Revana Family Vineyard



BEFORE



AFTER



BEFORE



AFTER



REVANA

2021

CABERNET SAUVIGNON
NAPA VALLEY



REVANA

2021

ESTATE VINEYARD
CABERNET SAUVIGNON
SAINT HELENA



BEFORE



AFTER



REVANA

2021

Shifflett Ranch

OAK KNOLL DISTRICT OF NAPA VALLEY



REVANA

2021

Cold Springs Vineyard

HOWELL MOUNTAIN



BEFORE



AFTER



REVANA

2021

ESTATE VINEYARD
BLOCK 6
ST. HELENA

Results

The redesigned labels were launched in 2024, starting with the 20th release of the Revana Estate Vineyard Cabernet Sauvignon, followed by the Single Vineyard Collection and Icon Series. Longtime collectors appreciated that the heart and wings of the iconic design were preserved while giving the labels a more luxurious and regal feel. The team found the new labels invaluable for storytelling and differentiation and partners felt they better reflected the wines' quality and origin. The relaunch, which included a shift in pricing, two allocation shipments, and a remodeled hospitality program, made the labels a key part of the visual transformation. This resulted in the wines selling out within days.

Giulio Straccali

Before and After Wine Logo & Package Design

Palm Bay International



BEFORE



AFTER



BEFORE



AFTER





Spellbound

Before and After Wine Logo & Package Design

Folio Fine Wine Partners



BEFORE



CF NAPA EVOLUTION
(2017)



CF NAPA EVOLUTION
(2022)



Schug

Before and After Wine Logo & Package Design

Schug Winery



BEFORE



AFTER





BEFORE



AFTER





BEFORE



AFTER



SCHUG

2021

PINOT NOIR

ROBERTS ROAD VINEYARD
PETALUMA GAP

J. Schug
WINEMAKER

CASES PRODUCED 125
LIMITED PRODUCTION



SCHUG

2019

CABERNET SAUVIGNON

RANCHO SALINA VINEYARD

J. Schug
WINEMAKER

CASES PRODUCED 300
LIMITED PRODUCTION



Angeline Vineyards

Before and After Wine Logo & Package Design

Martin Ray Vineyards & Winery



BEFORE



AFTER



Angeline
VINEYARDS

CHARDONNAY
CALIFORNIA

2018

FAMILY OWNED SINCE 1990

Angeline
VINEYARDS

CABERNET SAUVIGNON
CALIFORNIA

2017

FAMILY OWNED SINCE 1990



BEFORE



AFTER



BEFORE



AFTER



Angeline
VINEYARDS

CHARDONNAY
MONTEREY COUNTY

2018

RESERVE

Angeline
VINEYARDS

SAUVIGNON BLANC
SONOMA COUNTY

2018

RESERVE



BEFORE



AFTER



BEFORE



AFTER





Angeline
VINEYARDS

CABERNET SAUVIGNON
SONOMA COUNTY

2018

RESERVE

Baldacci Family Vineyards

Before and After Wine Logo & Package Design

Baldacci Family Vineyards



BEFORE



AFTER



Baldacci

FAMILY VINEYARDS

BALDACC
A NAPA VALLEY FAMILY
TRADITION SINCE 1998

PINOT NOIR
CARNEROS | NAPA VALLEY

ESTATE GROWN

2019



BEFORE



AFTER

Baldacci
FAMILY VINETARDS



Baldacci
FAMILY VINETARDS

— ESTATE GROWN —
STELLA KNIGHT VINEYARD
DIAMOND MOUNTAIN DISTRICT
NAPA VALLEY

CABERNET SAUVIGNON

2018





BEFORE



AFTER



Baldacci
FAMILY VINEYARDS



Baldacci
FAMILY VINEYARDS

BALDAGGI
A NAPA VALLEY FAMILY
TRADITION SINCE 1998

FRATERNITY
RED BLEND

NAPA VALLEY

2018



BEFORE



AFTER



Baldacci
FAMILY VINEYARDS



Baldacci
FAMILY VINEYARDS

BLACK LABEL

2018



BEFORE



AFTER



BRENDA'S VINEYARD

CABERNET SAUVIGNON
STAGS LEAP DISTRICT
NAPA VALLEY

ESTATE GROWN

2018



Results

The new look was released in July 2021 in tandem with the opening of the winery's new tasting room. This perfect timing allowed for the winery to do a complete relaunch that positioned the brand in a more luxury space from multiple consumer touch points. The design has been extremely well received by customers that visit the revamped winery as well as the Baldacci family.

Château Élan

Before and After Wine Logo & Package Design

Château Élan



BEFORE



AFTER



BEFORE



AFTER



Château Élan

Château Élan

ESTD. 1884

Château Élan
CHARDONNAY
AMERICAN RESERVE
2017

ESTD. 1884

Château Élan
SCARLET
AMERICAN RESERVE
2017



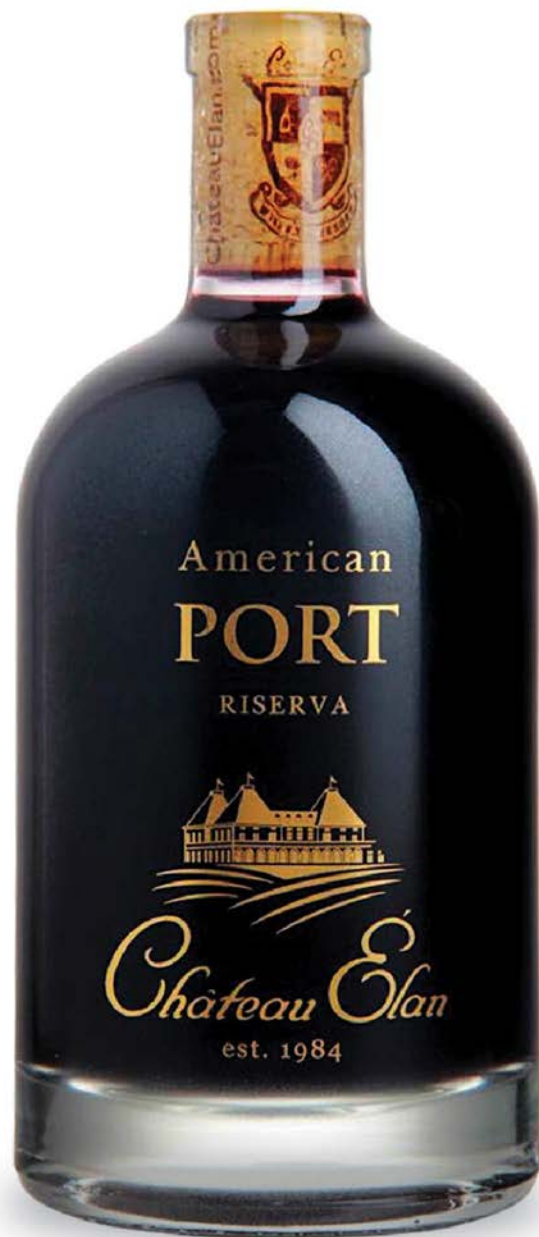
Chateau d'Ardenne

GRENAACHE

FINGERPRINT COLLECTION

RED WINE v. 2017

Chateau d'Ardenne



BEFORE



AFTER



VINTAGE 2016 VINTAGE

HANDCRAFTED

SINCE 1961

Château Elan
PORT

AMERICAN — ARTISTRY
FROM GEORGIA GROWN GRAPES

RISERVA

LIMITED RELEASE

BATCH № GA-020915

CRAFTED, FORTIFIED AND
UNFILTERED SOUTHERN NOBLE



500 MILLILITERS

Signature
WINEMAKER

19% ALC. BY VOL.

Chehalem

Before and After Wine Logo & Package Design
Stoller Wine Group



BEFORE



AFTER





BEFORE



AFTER





BEFORE



AFTER



Etude

Before and After Wine Logo & Package Design
Treasury Wine Estates



BEFORE



AFTER



Etude

PINOT NOIR

Carneros

GRACE BENOIST RANCH



BEFORE



AFTER



Etude

2020

FOGUESTIX VINEYARD

Pinot Noir
STA. RITA HILLS

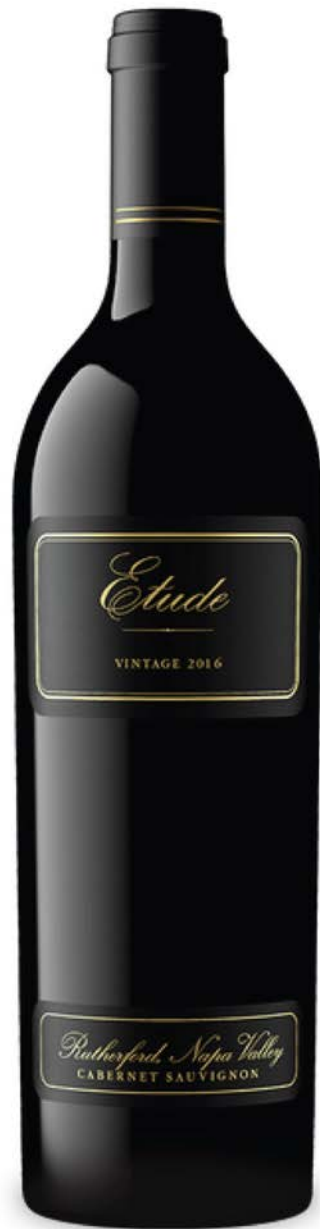


BEFORE



AFTER





BEFORE



AFTER



BEFORE



AFTER



2011

Etude

Ruthford-Napa Valley
CABERNET SAUVIGNON

2011

Etude

Napa Valley
CABERNET SAUVIGNON

Hillside

Before and After Wine Logo & Package Design

Hillside - Canada



BEFORE



AFTER





BEFORE



AFTER



2017
HERITAGE SERIES

hillside | NARAMATA BENCH
OKANAGAN VALLEY
CABERNET FRANC



BEFORE



AFTER

2014

hillside NARAMATA BENCH
OKANAGAN VALLEY

MERLOT
HIDDEN VALLEY VINEYARD



BEFORE



AFTER



2015



MOSAIC

*"Small pieces coming together to
create a work of art"*

hillside

Results

The winery rolled out the new packaging as new vintages were released with the white wines launching prior to the reds; by the fall of 2020 all SKUs were sporting the new look. The design has been incredibly well received by trade, media, retailers, and consumers. With the new, clearer tiering structure established, both tasting room staff and salespeople are better able to differentiate between wines and tell the holistic story of the winery. The packaging design has sparked interest from new customers and provided a conversation starter for existing fans, allowing the winery to increase wine club conversion.

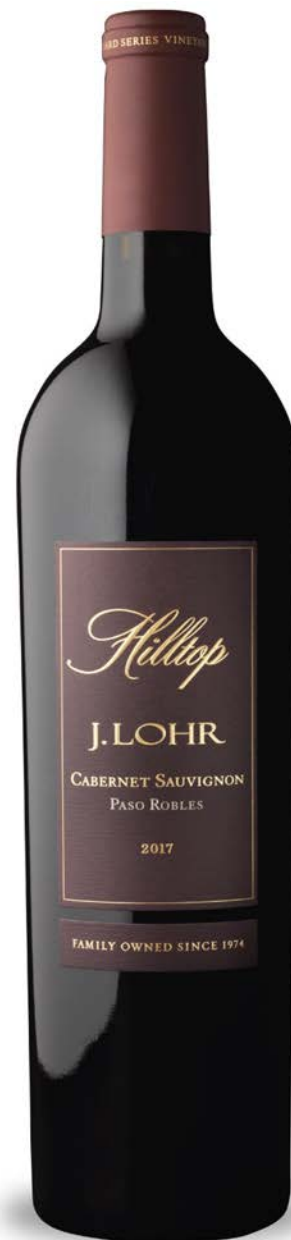
J. Lohr Vineyard Series

Before and After Wine Logo & Package Design

J. Lohr



BEFORE



AFTER



Kelleher

Before and After Wine Logo & Package Design
Kelleher



BEFORE



AFTER





Kendall-Jackson Grand Reserve

Before and After Wine Logo & Package Design
Jackson Family Wines



BEFORE



AFTER



BEFORE



AFTER



KENDALL-JACKSON

KENDALL-JACKSON



KENDALL-JACKSON

Grand Reserve

CHARDONNAY

MONTEREY COUNTY 53%
SANTA BARBARA COUNTY 47%

2015 JACKSON ESTATE
HAND SELECTED FROM OUR VINEYARD ESTATES



KENDALL-JACKSON

Grand Reserve

MERLOT

SONOMA COUNTY

2014 JACKSON ESTATE
HAND SELECTED FROM OUR VINEYARD ESTATES

Kendall-Jackson Vintner's Reserve

Before and After Wine Logo & Package Design
Jackson Family Wines



BEFORE



AFTER



Mira Winery

Before and After Wine Logo & Package Design
Mira Winery



BEFORE



AFTER



MIRA

NAPA VALLEY
CHARDONNAY

2011

MIRA

NAPA VALLEY
CABERNET SAUVIGNON

2012

Montoya

Before and After Wine Logo & Package Design
ASV Wines



BEFORE



AFTER



BEFORE



AFTER



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.

Oberon

Before and After Wine Logo & Package Design
Folio Fine Wine Partners



BEFORE



AFTER





OBERON

2021

CABERNET SAUVIGNON
PASO ROBLES

Ram's Gate

Before and After Wine Logo & Package Design
Ram's Gate



BEFORE



AFTER





BEFORE



AFTER

RAM'S GATE

RAM'S GATE

CELLAR NOTE

GRENACHE & SYRAH

SONOMA COAST

VINTAGE

2018

BARRELS PRODUCED

031

CUVES

No. 2





BEFORE



AFTER

RAM'S GATE

RAM'S GATE

2018



RAM'S GATE

DURELL VINEYARD

SYRAH | SONOMA COAST

2018



RAM'S GATE

BISMARCK VINEYARD

CABERNET SAUVIGNON | MOON MOUNTAIN



BEFORE



AFTER



RAM'S GATE

ESTATE



RAM'S GATE

PINOT NOIR

2018
CARNEROS

Synthesis

Before and After Wine Logo & Package Design
Martin Ray Vineyards & Winery



BEFORE



AFTER



SYNTHESIS
2018
PINOT NOIR | RUSSIAN RIVER VALLEY

Luna Nuda

Before and After Wine Logo & Package Design
Blue Ridge Spirits & Wine Marketing - Italy



BEFORE



AFTER

★
ITALIA



LUNA NUDA
ITALIA

2010
PINOT GRIGIO

Vigneti delle Dolomiti
INDICAZIONE GEOGRAFICA TIPICA



LUNA NUDA
ITALIA
PROSECCO



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.

Line 39

Before and After Wine Logo & Package Design
Cecchetti Wine Company



BEFORE



AFTER



Results

Since its re-launch, Line 39 has received numerous awards including Rising Star Growth Brand Awards by Beverage Information Group for three consecutive years in 2009, 2010 and 2011. In 2009, production grew from 19,211 cases to 32,924 cases, a 71% increase. In 2010 the trend continued with 62,000 cases, an 88% increase. 85,500 cases were produced in 2011 and the brand was expected to surpass 100,000 cases in 2012. In 2012 and 2013 Line 39 was recognized as a "Rising Star Growth Brand" by Beverage Dynamics and in 2013 sales increased to 140,000 cases.

As of 2019, the brand was trending at +17% annual growth in retail sales and +13% in case volume sales. As a result, it won Impact's Hot Brand Prospect Award.

Chemistry

Before and After Wine Logo & Package Design
Stoller Wine Group



BEFORE



AFTER



Evolve

Before and After Wine Logo & Package Design
TIME Family of Wines



BEFORE



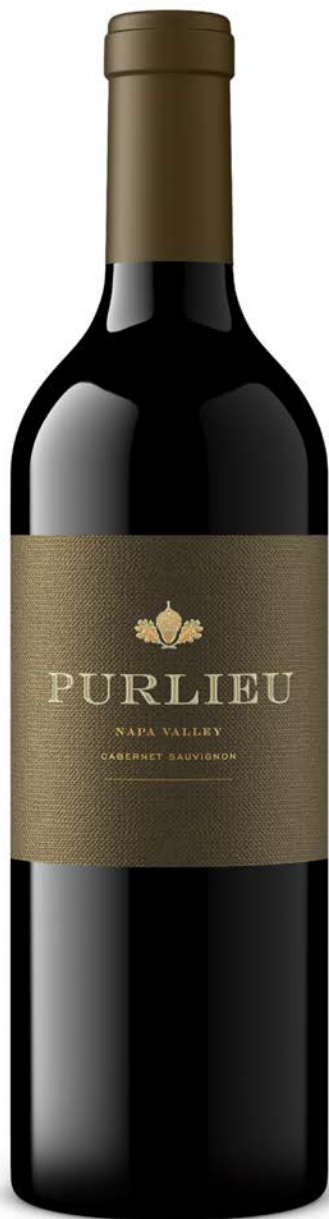
AFTER





Purlieu Single Vineyard Wines

Before and After Wine Logo & Package Design
Purlieu Wines



BEFORE



AFTER




PURLIEU
SLEEPING LADY
VINEYARD
NAPA VALLEY


PURLIEU
BECKSTOFFER
GEORGES III VINEYARD
NAPA VALLEY


PURLIEU
BECKSTOFFER
MISSOURI HOPPER VINEYARD
NAPA VALLEY


PURLIEU
SUGARLOAF MOUNTAIN
VINEYARD
NAPA VALLEY


PURLIEU
BECKSTOFFER
TO KALON VINEYARD
NAPA VALLEY

True Myth

Before and After Wine Logo & Package Design
WX Brands



BEFORE



AFTER



TRUE MYTH

Pasa Robles

CABERNET SAUVIGNON

Signorello

Before and After Wine Logo & Package Design
Signorello Estate



BEFORE



AFTER



Santa Margherita

Before and After Wine Logo & Package Design
Santa Margherita



BEFORE



AFTER



Santa Margherita

Pinot Grigio

2006

VALDADIGE

DENOMINAZIONE DI ORIGINE CONTROLLATA

PRODUCT



OF ITALY

ALC. 12% VOL. 750 ML

Thank You

FOR MORE INFORMATION, PLEASE CONTACT:

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drinkwithyoureyes.com

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