



Capabilities Overview

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

Brand Strategy

We develop strategies that set your brand's foundation— connecting mission, brand promise, and your consumer.

Brand Strategy

1. Brand Auditing & Alignment
2. Brand Portfolio Architecture
3. Pricing Strategy
4. New Brand Launch
5. Existing Brand Positioning

Case Studies



[Evolve](#)



[Clos du Val](#)



[Baldacci Family Vineyards](#)

[View More Case Studies Here](#)

Case Studies



[Smuggling Nun](#)



[Sonoma Distilling Co.](#)



[Fordham Lee Distillery](#)

[View More Case Studies Here](#)

Before and After – Wine



Duckhorn Vineyards



Slingshot



Baldacci Family Vineyards

[More Before and After Photos Here](#)

Before and After – Spirits



Coppercraft Distillery



Monkey In Paradise



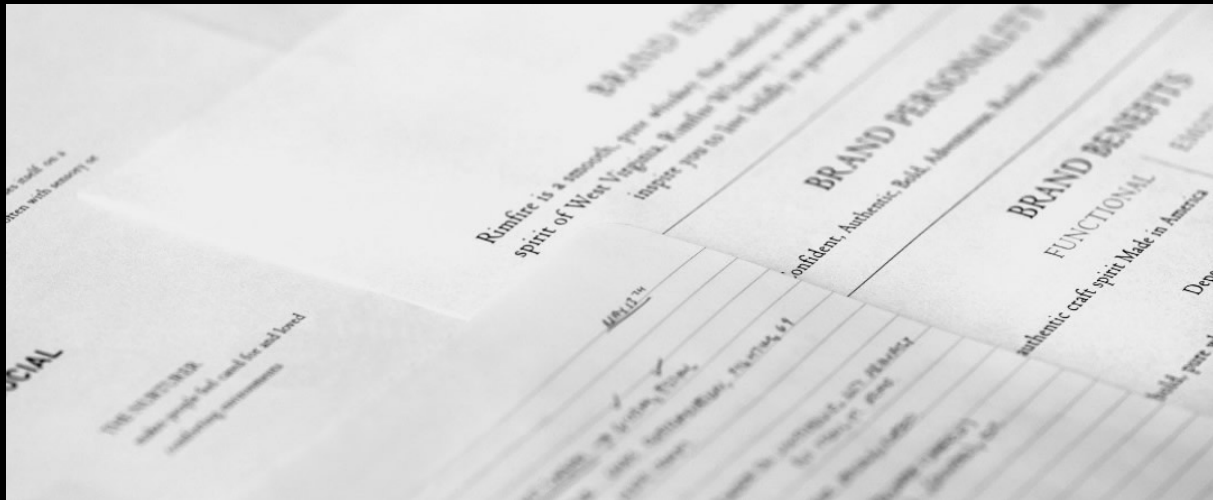
Yellow Rose Distilling

Story Development

We design packaging that makes brands impossible to ignore and write stories that make them impossible to forget.

More Than A Story

Every brand has a story; tell it well and you'll give your customers a reason to believe and better yet, to buy. Today's consumers have millions of choices at their fingertips, standing out is not enough. Great brands maintain category relevance, consistently communicate their story, and connect deeply with their consumer's core beliefs and lifestyle.



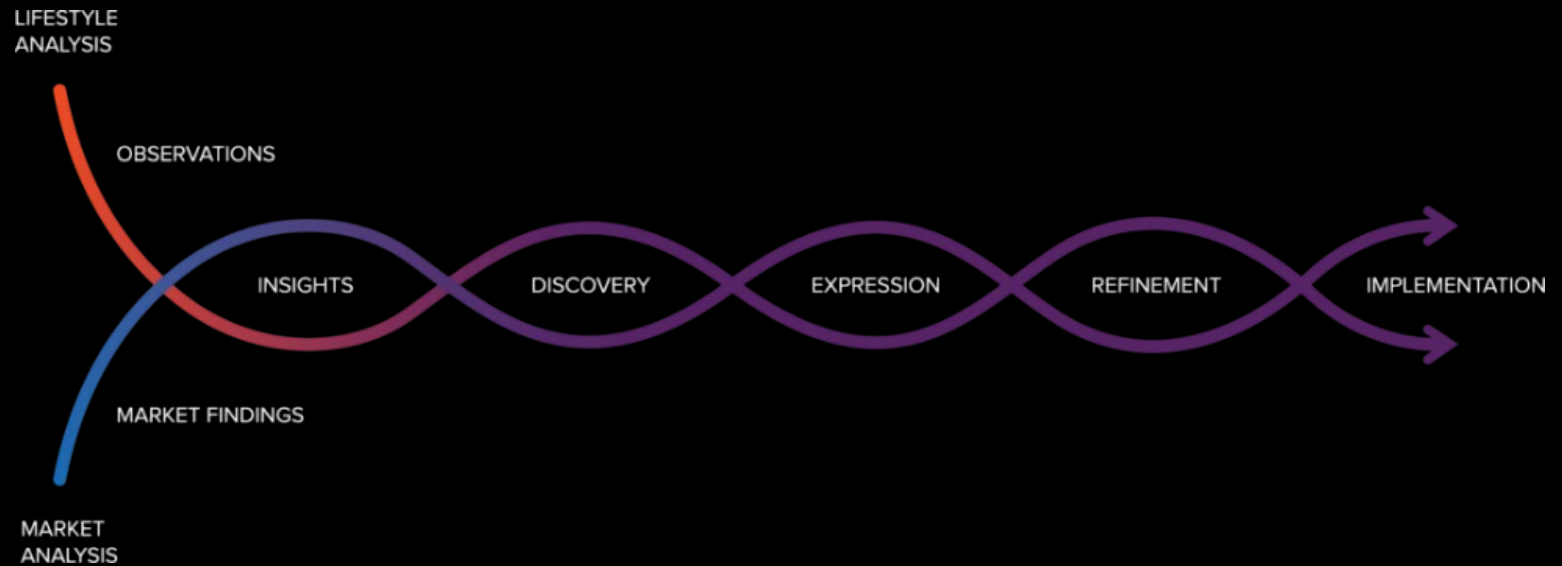
The Strategy

Our DNA process develops a complete brand platform with tangible tools that optimize both the launch of a new brand and the repositioning of an existing brand. We help you define, position, and activate your brand —providing the blueprint for connecting more deeply with your consumer. We are unafraid to ask the hard questions and to immerse ourselves in your brand's world to create an identity that becomes your north star. Whether you're rebranding or starting from scratch —we make sure you're impossible to ignore.





DNA | DEVELOPING NEW AVENUES



1. BRAND AUDIT

Analysis of existing brand assets and communication, including packaging, marketing, website, and social media.

2. BRAND POSITIONING/REPOSITIONING

- A. Where does your brand sit within your competitive set?
- B. What market opportunities exist?
- C. We examine your product offerings, portfolio architecture, and price structure and, if necessary; restructure accordingly.

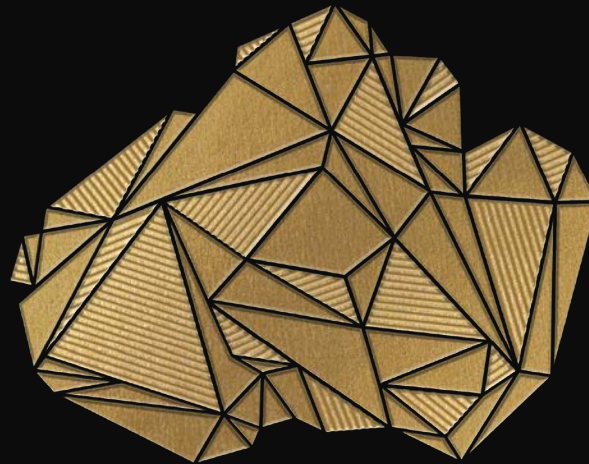
3. BRAND ETHOS DEVELOPMENT: VOICE & VISUAL

This is more than storytelling. We build the foundational components, both written and visual, that form your brand ethos. This will be your guide for brand activation across printed materials, packaging, and digital platforms.

Through our DNA process, we define and create a brand ethos that:

- Differentiates your brand from your competitors.
- Sets a foundation for communication that builds trust and fosters loyalty in your brand.
- Provides a brand platform that helps ensure consistency across all brand touchpoints.
- Connects your brand with your consumer.

Facets | Yountville, CA



FACETS

CFNAPA
brand design

FACETS

*DNA | DEVELOPING NEW AVENUES

FACETS - REMARKABLE VINEYARDS, EXCEPTIONAL
WINEMAKING, MULTI-FACETED WINES | 7

Brand Triangle

CFNAPA
brand design

Brand Essence

Facets showcases the diversity of the
Napa Valley and Sonoma Coast wine
regions, highlighting and promoting sustainable wine
production practices, contemporary wine
tasting experiences, and the unique
character of the Napa Valley and Sonoma Coast
wine regions.

Brand Essence

Brand Personality

Brand Benefits

Brand Pillars

Brand Personality

Authentic
Creative
Contemporary
High Quality
Sustainable

Brand Benefits

Functional
Reliable Quality &
Exceptional Value
Napa Valley & Sonoma Coast
Wine

Appetizing

Brand Pillars

PILLARS
Multi-Faceted

Authentic

Creative

Contemporary

High Quality

Sustainable



CFNAPA
brand design

Brand Personality

- Attainable
- Credible
- Contemporary
- High Quality
- Dimensional
- Unexpected
- Intentional
- Multi-faceted
- Social



FACETS - REMARKABLE VINEYARDS, EXCEPTIONAL
WINEMAKING, MULTI-FACETED WINES



DAOU Paso Districts Collection| Paso Robles, CA

PASO
DISTRICTS
COLLECTION

Brand Personality



by to DAOU members,
are an additional
supports the feeling
DAOU "leader."

are heavily focused,
bring out the best of a
Paso Robles sub-appellation.

Authentic
Paso Robles and AVA specific,
wine showcases the purity
of what makes each terroir
unique and sub-appellation unique.

Limited Production
These wines are made in small
quantities, and are different each
vintage, presenting an environment
of scarcity, rarity and specialness.

DAOU



PASO
DISTRICTS
COLLECTION

Key Selling Points

MESSAGING PILLAR 1
Paso's Undiscovered
Terroirs

- PROOF POINT 1**
- 11 distinct sub-appellations and microclimates of Paso Robles.
 - Cabernet Sauvignon grapes have one of the strongest expressions of the terroir.
 - Paso brings the ideal conditions for European-style Cabernet Sauvignon.

MESSAGING PILLAR 2
Winemaking
Excellence

- PROOF POINT 2**
- Highest level of skill, bringing together the unique expression of the terroir and masterful DAOU signature winemaking style.
 - Strict selection criteria for grape quality, barrels and every step of the process.

MESSAGING PILLAR 3
Exclusive Member
Access

- PROOF POINT 3**
- Limited productions
 - One-time releases
 - Member-only

Strategic

Our Purpose

Create an authentic sense of community while sharing our passion of extraordinary wines, and collection.

The Paso Districts Collection is a curated offering specifically for DAOU members. Having access to special wines fosters a deeper sense of belonging to the DAOU community and a sense of discovery from learning about the 11 distinct sub-appellations of Paso Robles. Our desire to uncover and share the potential of Paso Robles is realized in this special offering.

Our Goal

Increase the value of being a DAOU member and create a strong desire to join the club.

Brand Story

Brothers Georges and Daniel DaoU came to DAOU Mission to explore the potential of Paso Robles as a world-class wine region. Their journey is defined by their longtime passion for Paso Robles style wines, the most expressive style for the Paso Robles region. The Paso Districts Collection continues this journey with a focus on showcasing the highest potential of the land. A member of each Cabernet Sauvignon tells a story of one of the 11 sub-appellations of Paso Robles, transporting the member to the terroir and varying microclimates. Masterfully blending DaoU's signature winemaking style, these wines illuminate the expression of each sub-appellation.

The Paso Districts Collection represents an exciting opportunity to access limited production wines that highlight the best Paso has to offer. Available nowhere else, these allocation-only wines are the perfect introduction to 11 distinct sub-appellations. To value the beauty and depth of Paso Robles as we continue to grow for world-class Cabernet Sauvignon.

DAOU

PASO DISTRICTS COLLECTION

TOOLKIT

Key Selling Points



Unique Value Proposition/Promise

The Paso Districts Collection celebrates the unique expression of Cabernet Sauvignon influenced by the diversity of microclimates of the Paso Robles region.

MESSAGING PILLAR 1 Paso's Undiscovered Terroirs

- 11 distinct sub-appellations and microclimates of Paso Robles
- Cabernet Sauvignon grapes have one of the strongest expressions of the terroir
- Paso brings the ideal conditions for Bordeaux-style Cabernet Sauvignon

MESSAGING PILLAR 2 Winemaking Excellence

Exclusive
Accessible only to DAOU members, these wines are an additional offering that supports the feeling of being a DAOU "insider."

Focused
These wines are tightly focused, crafted to bring out the best of a single Paso Robles sub-appellation.

Authentic
100% Paso Robles and 100% specific, each wine showcases the great examples of what makes each Paso Robles sub-appellation unique.

Limited Production
These wines are made in small quantities, and are different each vintage, presenting an environment of scarcity, rarity and specialness.

Brand Personality



Strategic Summary

Our Purpose

DAOU is a leading wine producer and distributor in the United States. We are committed to providing our customers with the highest quality wine and spirits. Our purpose is to create a world-class wine and spirits experience for our customers.

Our Ambition

Our ambition is to become the leading wine and spirits producer and distributor in the United States. We are committed to providing our customers with the highest quality wine and spirits.

Our Strategy

Our strategy is to focus on the production and distribution of high-quality wine and spirits. We are committed to providing our customers with the highest quality wine and spirits.

Enabling Factors

Enabling factors include our strong relationships with our customers, our commitment to quality, and our focus on innovation. We are committed to providing our customers with the highest quality wine and spirits.

Rimfire Whiskey | Clarksburg, WV



Brand Triangle

Design Inspiration

Brand Pillars





Coppercraft Distillery | Holland, MI









COPPERCRAFT
DISTILLERY

ESTD  2012

HOLLAND, MICHIGAN
MADE
IN THE U.S.A.

CRAFTED PREMIUM COCKTAIL
MICHIGAN MULE

CRAFTED WITH OUR PREMIUM VODKA,
MICHIGAN HARD GINGER CIDER & LIME

MADE IN USA
SMALL BATCH
10%
ALC. BY VOL. 355mL/(12oz)
CONTENTS

COPPERCRAFT
DISTILLERY

ESTD  2012

HOLLAND, MICHIGAN
MADE
IN THE U.S.A.

CRAFTED PREMIUM COCKTAIL
GIN & TONIC

CRAFTED WITH OUR PREMIUM GIN,
HOUSE-MADE TONIC & LIME

MADE IN USA
SMALL BATCH
10%
ALC. BY VOL. 355mL/(12oz)
CONTENTS

Naming

- Strategic & Creative Naming
- Legal Availability
- Brand Names, Sub-Brand Names, Taglines, Descriptors, Nomenclature Systems

Fifth Moon

RD Winery

Inspiration Behind the Name:

- Fifth Moon is a reference to the summer celebration which, in Vietnam, takes place on the fifth day of the fifth moon. It is a time for traditional Dragon Boat races, flower and fruit festivals and escaping the heat of the summer.
- *Other Deliverables: Packaging, Logo, Marketing Materials*



Hundred Knot

RD Winery

Inspiration Behind the Name:

- Hundred Knot refers to the Vietnamese fable about the boy and the hundred knot bamboo. It is a story about promises made and promises broken, being truthful and not taking advantage of someone. It also speaks to persistence and finding something rare and one-of-a-kind.

- *Other Deliverables: Packaging, Logo, Marketing Materials*





Lion and the Lily

Les Vignerons de Tutiac

Inspiration Behind the Name:

- The name immediately suggests a partnership. Calling to mind both strength and beauty, it suggests pride and leadership as well as protection of people and nature. A lion and a lily are on the coat of arms of Bordeaux, so this name gives a subtle reference to the area and its history. The name also piques curiosity by inferring a story or epic tale.

- *Other Deliverables: Packaging, Logo*



Aquatica

Aquatica Distilling

Inspiration Behind the Name:

- The name Aquatica is a made-up word created to connote water – aqua means, “water, a liquid or a solution, especially in water.” The agency loved the cadence and sound of the name and felt it brought to mind a place on the water and the magic of the Pacific Coast.

- *Other Deliverables: Packaging, Logo, Custom Bottle*



Feather & Folly

Goose Ridge Estate Vineyard & Winery

Inspiration Behind the Name:

- CF Napa developed the name Feather & Folly to express a free-spirited personality and provide a wink back to Goose Ridge.
- *Other Deliverables: Packaging, Logo, Marketing*



FEATHER
& FOLLY



COPPER POT DISTILLED

43.5%
ALC/VOL

GIN

87
PROOF



Rimfire Whiskey

Lightburn Brands

Inspiration Behind the Name:

- This new brand needed to capture the beauty, people, and independent spirit of West Virginia and the crafted care put into every bottle. The name “Rimfire” was developed as an ode to Eli “Rimfire” Hamrick, a mountaineer and one of West Virginia’s most iconic figures.

- *Other Deliverables: Brand Strategy, Story Development, Packaging, Logo, Custom Bottle, Marketing*





Bear + Prophet

Donati Family Vineyard

Inspiration Behind the Name:

- The name is inspired by the California bear. It speaks to the distiller as a prophet, seeing the potential in his resources to make a great vodka.
- *Other Deliverables: Packaging, Logo*



[Click Here to See More Naming Work Here](#)

Logo & Packaging Design

Wine

Coronet

Brand Creation (2 Tiers)

US Market

About the Project:

Coronet Cabernet Sauvignon is the newest addition to the Arrow&Branch Winery portfolio. The new DTC brand needed to fit in with the look and feel of the Arrow&Branch wines yet stand strong as an independent brand. The Arrow&Branch name and label designs pay homage to the Contursi Family's leadership in the United States rare coin business and to our American heritage.

DELIVERABLES:

- Logo
- Packaging



CORONET

LADY LIBERTY VINEYARD

Cabernet Sauvignon

NAPA VALLEY

2023

LLV23

RESERVE




CORONET

ESTATE GROWN

CABERNET SAUVIGNON
NAPA VALLEY

2023

Centennial Mountain

Brand Creation

US Market

About the Project:

In 2005, after a wine tasting adventure in Sicily, the founder of Rhys Vineyards fell in love with the Italian varietals of Mount Etna. Perplexed as to why grapes such as Carricante, Nerello Mascalese, and Nebbiolo were not as common in his home of California, he and his team studied the terroir of Mt. Etna and discovered that it is similar to the climactic conditions found at high altitudes in California.

DELIVERABLES:

- Logo
- Packaging
- Marketing



CENTENNIAL
MOUNTAIN

2021

NEBBIOLO
SONOMA COUNTY

Beaulieu Vineyard

Brand Revitalization

US Market

About the Project:

The redesign retained many of the equity elements of the brand by layering them in a rich montage to provide a fresher look for the tier. A modernized BV monogram was created along with the addition of a redrawn winery illustration in a modern mono-weight style to create a tie to the other tiers in the BV portfolio.

DELIVERABLES:

- Logo
- Packaging




Beaulieu Vineyard
NAPA VALLEY

SINCE 1900
NAPA VALLEY
CABERNET SAUVIGNON
2023
VINT.


Turks Head

Brand Creation (2 Tiers)

US Market

About the Project:

Pennsylvania's Main Line Wine Company has a unique proposition. Their 12,000-square-foot building in West Chester is home to a wine lounge, tasting room, and a community wine education center exclusively serving their flagship brand. The brand name pays homage to the Turks Head Tavern, a landmark bar that played a vital role in the history of West Chester.

DELIVERABLES:

- Logo
- Packaging
- Marketing



TURKS HEAD

SÉMILLON
SONOMA VALLEY
2022



TURKS HEAD

SONOMA COUNTY
ROSÉ
2022



TURKS HEAD

CABERNET SAUVIGNON
NAPA VALLEY
2022



TURKS HEAD

CABERNET SAUVIGNON
NAPA VALLEY
HINE RANCH
2022

Rebrook Cellars

Brand Creation

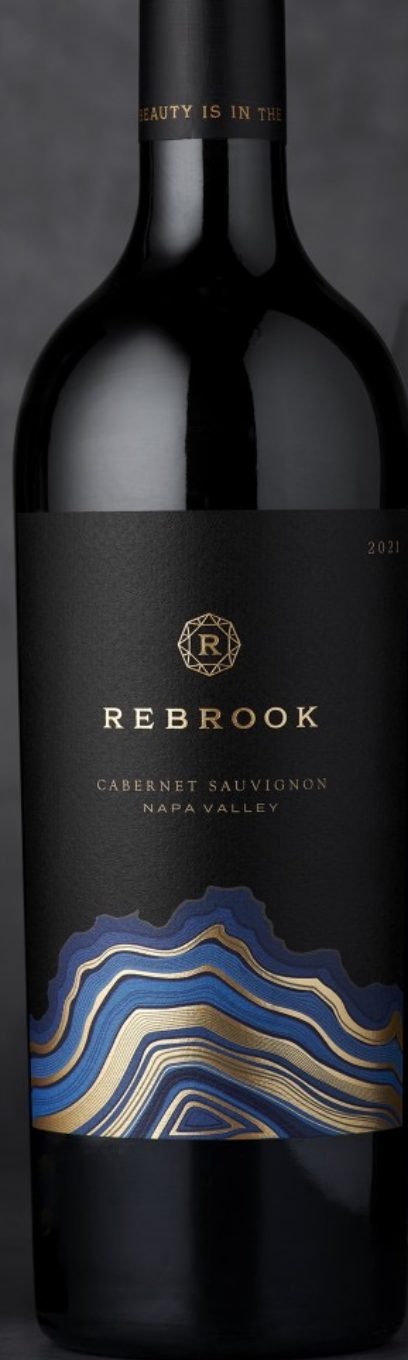
US Market

About the Project:

We developed their story around the concept that the beauty is in the journey. In winemaking, like many things in life, excellence is found through persistence and precision. The packaging needed to reflect this ethos and Rebrook Cellars' commitment to producing wines of the highest echelon.

DELIVERABLES:

- Brand Strategy
- Story Development
- Logo
- Packaging
- Digital



Stags Leap District Winegrowers

Brand Creation

US Market

About the Project:

Stags Leap District Winegrowers came to us with a unique proposition – to create the packaging design for 1 wine that unites all the wineries in Stags Leap District.

DELIVERABLES:

- Packaging



TRINIDAD FAMILY VINEYARDS, 7/CHIMNEY ROCK WINERY, 4/CUFFLEDE VINEYARDS
7/ROOSEVAIL, 11/SLELY VINEYARDS, 5/LUNDSTROM WINES, 7/MALK FAMILY VINEYARDS
4/PINE RIDGE VINEYARDS, 4/QUIKOTE WINERY, 10/REDUSCH WINERY
7/MAKER VINEYARDS, 4/SILVERADO VINEYARDS, 19/STAD'S LEAF WINE CELLARS
10/STAD'S LEAF WINERY, 10/STELTZER VINEYARDS, 14/TAYLOR FAMILY VINEYARDS

The Grappler

Brand Revitalization

US Market

About the Project:

Due to high demand from their loyal clientele, Vinoce Vineyards was inspired to bring back their single SKU Zinfandel brand, “The Grappler”. We developed a colorful cast of six characters inspired by the vibrant tradition and masks of Lucha Libre (Mexican Wrestling).

DELIVERABLES:

- Logo
- Packaging



Sea Smoke

Brand Creation

US Market

About the Project:

Sea Smoke Cellars of Santa Barbara wanted a label that was uniquely Californian yet ranked visually with the world-class French Pinot Noirs.

DELIVERABLES:

- Naming
- Logo
- Packaging



PINOT NOIR

2001

Sea Smoke

SOUTH THING

APPELLATION SANTA RITA HILLS

Santa Barbara County California

750ML 14.4% ALC/VOL

Foretell

Brand Creation

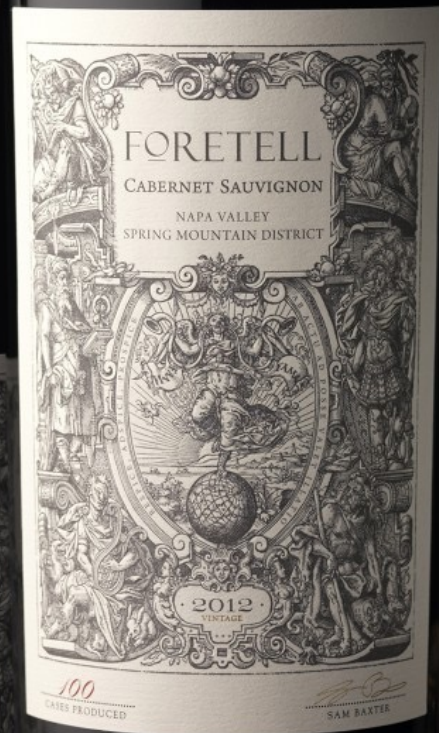
US Market

About the Project:

The client came to us to develop a new line of limited production wines that captured his own winemaking journey, the knowledge gained from those before him, and the foresight to see what lay ahead.

DELIVERABLES:

- Logo
- Packaging
- Marketing



[Click Here to See More Wine Logo and Packaging Work](#)

Logo & Packaging Design

Spirits

Yellowstone Cocktails

Brand Creation

US Market

About the Project:

Yellowstone Cocktails feature modern flavors to meet the needs and tastes of today's whiskey-drinkers and cater to the increased demand of consumers looking for convenient, high-quality and spirits-based, ready-to-serve options.

DELIVERABLES:

- Packaging
- Custom Bottle



Kind Earth

Brand Creation

US Market

About the Project:

Kind Earth is a new Organic Vodka brand devoted to crafting inventive, flavored vodkas that elevate the everyday cocktail.

DELIVERABLES:

- Brand Strategy
- Story Development
- Logo
- Packaging
- Custom Bottle



KIND EARTH
ORGANIC
**PEACH
YUZU**
FLAVORED VODKA
BATCH # 002 BOTTLE # 0900
WE ARE KIND EARTH.
WE DO OUR BEST TO GIVE BACK TO
THE EARTH THAT GIVES US SO MUCH.
ALC. BY VOL. 35% PROOF 70 CONTAINS 750ML

KIND EARTH
ORGANIC
AUTHENTIC
VODKA
BATCH # 002 BOTTLE # 1928
WE ARE KIND EARTH.
WE DO OUR BEST TO GIVE BACK TO
THE EARTH THAT GIVES US SO MUCH.
ALC. BY VOL. 40% PROOF 80 CONTAINS 750ML

KIND EARTH
ORGANIC
**GRAPEFRUIT
ELDERFLOWER**
FLAVORED VODKA
BATCH # 001 BOTTLE # 0494
WE ARE KIND EARTH.
WE DO OUR BEST TO GIVE BACK TO
THE EARTH THAT GIVES US SO MUCH.
ALC. BY VOL. 35% PROOF 70 CONTAINS 750ML

El Condor

Brand Creation

US Market

About the Project:

The growth of the Tequila and ready-to-drink categories inspired Montebello's latest endeavor – El Condor. The ready-to-drink flavored margaritas and coffee cocktail needed to stand out on shelf to compete at a value price point while reflecting the Mexican influence of the Tequila-based cocktails.

DELIVERABLES:

- Logo
- Packaging



Robert's Vodka

Brand Creation

US Market

About the Project:

Oak House creates inventive spirits with an influence of traditionally Asian botanicals. The packaging needed to match their more contemporary approach to spirits.

DELIVERABLES:

- Logo
- Packaging



ROBERTS

ORGANIC
VODKA

Monson Ranch

Brand Creation (2 Tiers)

US Market

About the Project:

Family-owned Monson Ranch Distillers came to us to develop the packaging for their namesake line of whiskies and a logo that was flexible enough to use across the branding of their whiskey and custom distilling company.

DELIVERABLES:

- Logo
- Packaging



MONSON
ESTD 1939
RANCH

BOURBON WHISKEY

UNIQUELY CRAFTED SPIRITS THAT
EMBODY THE AUTHENTIC TASTE
OF OUR FARMING HERITAGE

93
PROOF

DISTILLED & BOTTLED IN
PROSSER, WA

• 46.5% ALC/VOL • 750 ML



MONSON
ESTD 1939
RANCH

RYE WHISKEY

UNIQUELY CRAFTED SPIRITS THAT
EMBODY THE AUTHENTIC TASTE
OF OUR FARMING HERITAGE

100
PROOF

DISTILLED & BOTTLED IN
PROSSER, WA

• 50% ALC/VOL • 750 ML





TK Mulligan

Brand Creation

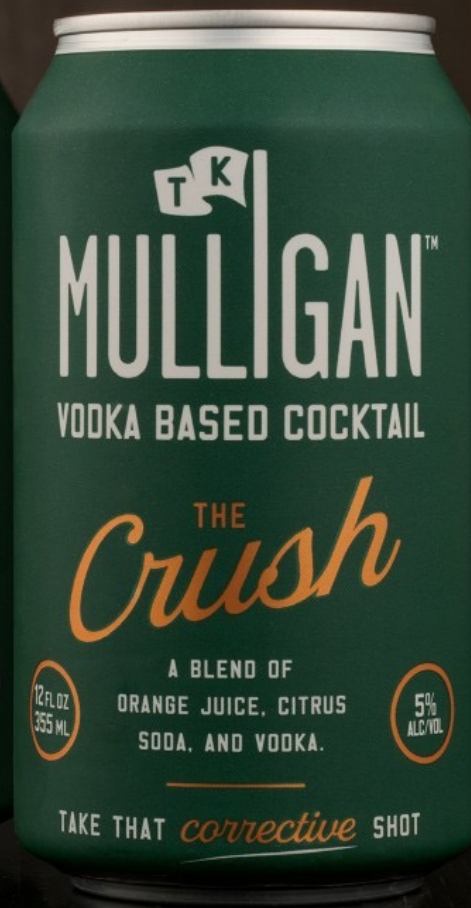
US Market

About the Project:

Inspired by TK Mulligan, the father of second chances, these crafted vodka cocktails bring a fresh twist to classic golf drinks.

DELIVERABLES:

- Logo
- Packaging
- Marketing



Feather & Folly

Brand Creation

US Market

About the Project:

The gin initially launched in the Pacific Northwest and was targeted toward Millennials who prefer a lower juniper flavor profile. The goal of this gin was for it to be favored by adventurous mixologists and curious cocktail lovers alike.

DELIVERABLES:

- Naming
- Logo
- Packaging
- Marketing



FEATHER
& FOLLY

FEATHER
& FOLLY



COPPER POT DISTILLED

43.5%
ALC/VOL

GIN

87
PROOF



Mersey Craft Spirits

Brand Creation

US Market

About the Project:

The brand owner was inspired by his grandfather, F.A. Poole, whose adventurous spirit led him to brave the open ocean aboard the Queen of the Mersey. The products of Mersey Craft Spirits are curated from a collection of discovered spirits from all over the world, igniting the spirit of exploration in the imbiber.

DELIVERABLES:

- Story Development
- Logo
- Packaging
- Marketing

MERSEY



FA POOLE & Co.

MERSEY

CRAFT SPIRITS

EXPLORING AND DISCOVERING
PREMIUM SPIRITS

RECIPE **Nº 06** Proprietor
Glenn Poole

**STRAIGHT
RYE WHISKEY**

Grain To Glass, Crafted in America

LIMITED PRODUCTION

BOTTLE No. *0079*

750 ML | 91 PROOF | 45.5% ALC. BY VOL.



[Click Here to See More Spirits Logo and Packaging Work](#)

Logo & Packaging Design

Beer & Cider

Brewery Ommegang

Brand Revitalization

US Market

About the Project:

Their iconic harlequin pattern was reinvented to be more visually interesting and to act as a billboard for the brand across all packaging elements, with a brighter color palette to mirror the freshness of the beer inside. The new, vibrant hues provided a backdrop for the bold, two-toned illustrations created for each beer.

DELIVERABLES:

- Logo
- Packaging
- Marketing











227. COOPERSTOWN, NY



BLEND No 002

ZEN & ZYMURGY

A BLEND OF MIXED-CULTURE
FARMHOUSE ALES AGED IN OAK BARRELS

2018

COOPERSTOWN, NY



BLEND No 001

FAITH & FORTITUDE

A BLEND OF AGED SOUR ALES
& FARMHOUSE SAISON ALES

2018

Fielding Cider

Brand Creation

US Market

About the Project:

The hard cider design would need to work within their portfolio of products, retain their well-recognized Adirondack chair icon, yet stand apart as a unique offering. We developed a fun, rustic sensibility for the packaging, leveraging a bright red color to connote the brand's Canadian roots and hard apple cider flavors.

DELIVERABLES:

- Logo
- Packaging



Forbidden Fruit

Brand Creation

US Market

About the Project:

The name evoked a sense of mystery and an intrinsic naughtiness. The brand needed to feel craft and authentic, while also avoiding the obvious pitfalls of feeling gimmicky.

DELIVERABLES:

- Logo
- Packaging



Helmsman Ale House

Brand Creation

US Market

About the Project:

We were tasked with designing the logo and packaging for a new, nautical-themed restaurant and brewery in Newport Beach. Our custom illustration of a weathered sailor became the icon for the brand. The icon tells the story of the sailor's tenure steering at the helm, becoming one with the ship. His beard gradually morphs into tentacles that intertwine with the ship's wheel.

DELIVERABLES:

- Logo
- Packaging
- Marketing





[Click Here to See More Beer & Cider Logo and Packaging Work](#)

Low & No-Alcohol

Tomorrow Cellars

Brand Creation

US Market

About the Project:

Tomorrow Cellars came to us to create the packaging and logo for their line of non-alcoholic wines. We developed a cheerful, modern wordmark featuring the phases of a sunrise, creating a pictograph that cleverly conveys the meaning and purpose behind the brand name—a non-alcoholic wine for when you want a brighter tomorrow.

DELIVERABLES:

- Logo
- Packaging



TOMORROW

TOMORROW

2023

RHÔNE BLANC

CALIFORNIA

ALCOHOL REMOVED WHITE WINE



Cavit Cloud 90

Brand Creation

US Market

About the Project:

We developed the name and packaging for a new addition to the Cavit brand – an Italian Pinot Grigio lower in calories and alcohol than their main offering.

DELIVERABLES:

- Naming
- Logo
- Packaging

LOWER IN CALORIES

cloud⁹⁰



CAVIT
COLLECTION

PINOT GRIGIO

2022 • ITALY

CALORIES
90
PER SERVING

Custom Bottle Design

- Bespoke Glass Bottle Design
- Mechanical & Initial Structural Drawings
- Production Oversight











50%

ALC. BY VOL.

100
PROOF

HANDCRAFTED PREMIUM





WAIKULU
Distillery

PREMIUM
AGAVE SPIRIT

*Made in small batches using traditional methods from
agave tequilana grown exclusively on the island of Maui.*

MADE FROM 100% HAWAIIAN BLUE AGAVE

YEAR	BATCH No.	AGED FOR
2022	1	6 months

40 ALC BY VOL / 80 PROOF / 750 ML



WAIKULU





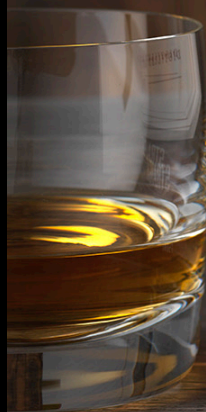




PREMIUM
RIMFIRE
WHISKEY

RIMFIRE

coal miners to backwoods bootleggers
like ELI "RIMFIRE" HAMRICK
miners have carved





PRODUCT OF
SONOMA DISTILLING CO.

CALIFORNIA CRAFTED
SONOMA











THATCHER'S
ORGANIC ARTISAN SPIRITS

BLOOD ORANGE
HANDCRAFTED LIQUEUR

CERTIFIED ORGANIC & GLUTEN FREE
PROOF 30 | ALC/VOL 15% | 750ML

THATCHER'S



THATCHER'S
ORGANIC ARTISAN SPIRITS

BLOOD ORANGE
HANDCRAFTED LIQUEUR

CERTIFIED ORGANIC & GLUTEN FREE
PROOF 30 | ALC/VOL 15% | 750ML

8
GOVERN
GENERAL
BEVERAGE
BIRTH DE
BEVERAGES
OPERATE MACH

THATCHER'S







CLARICE WINE CO.

PRODUCT OF CALIFORNIA
CLARICE
CLARICE & FREARS
Estate of CLARICE
PINOT NOIR
Santa Lucia Highlands
2017

CLARICE



WINE CO.



AD

[Click Here to See More Custom Bottle Work](#)

Marketing

From brochures to stationery systems to POS, we create supporting materials that stay true to your brand and communicate brand messaging clearly and effectively.



HILLSIDE SELECT

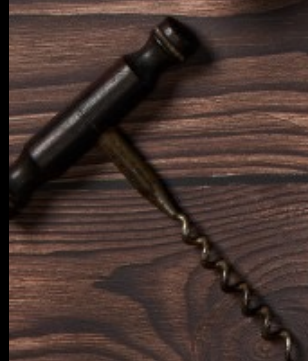
Dear friend,

The 2021 vintage is all about the true moments in life. It's a reminder that in a world of constant change, it's the simple things that truly matter. It's the joy of a good harvest, the pride of a well-crafted bottle, and the satisfaction of a job well done. It's the moments that define us, the ones that we cherish and the ones that we strive to be a part of.

Another milestone. The very ground we stand on is a testament to the power of nature. It's a reminder that we are all part of something greater, something that transcends time and space. It's the moments that we live for, the ones that we strive to be a part of.

We are proud to be a part of this journey, and we are excited to share the fruits of our labor with you. We hope you enjoy the wine as much as we enjoyed making it. We are grateful for your support and for the opportunity to be a part of your life.

With love,
 Shafer
 Hillside Select



HILLSIDE SELECT

Shafter



Shafer

ONE
POINT FIVE*
Cabernet Sauvignon
Napa Valley

The wines of Shafer Vineyards are the culmination of iconic Napa Valley vineyards and 40 years of legendary winemaking. This elegant Cabernet Sauvignon honors our founding father-and-son partnership. Because John and Doug Shafer learned the wine business together, they said they didn't have a "second generation" story, theirs was "a generation and a half," from which we coined the name One Point Five.

Shafer

Shafer



CENTENNIAL MOUNTAIN THE JOURNEY

The concept for Centennial Mountain Vineyard was inspired in 2003 when Kevin Harvey visited Boulder and returned to explore his vision for Malibu. He's been here ever since, exploring the region's history, culture, and geography. Using this trip to also document the area's history, he has created an exceptional project and has been able to share these exceptional grapes and vineyard with a select audience. Kevin and his team, including Centennial Mountain Vineyard, have been able to share these exceptional grapes and vineyard with a select audience. Kevin and his team, including Centennial Mountain Vineyard, have been able to share these exceptional grapes and vineyard with a select audience.



CENTENNIAL MOUNTAIN

CENTENNIAL
MOUNTAIN

CMVINEYARD.COM
© 2014 Centennial Mountain

-123.11549

WINEMAKING

Both the steep slopes of Mount Ema and the rolling hills of Piedmont have winemaking that's rooted in traditional methods. Our winemaking at Centennial Mountain utilizes these traditional methods to retain the purity and focus these varieties possess without needless intervention. Our philosophy is founded on expressing the unique character of these native Italian varieties grown in a completely new viticultural area, and is built around the following core ideas:

- Viticulture is strictly organic with minimal input, allowing the site to dictate the character of the final wine.
- Careful site selection combined with conscientious farming and the appropriate clone and rootstock choices allows for optimal and balanced ripeness.
- Winemaking that emphasizes the natural expression of character, with fermentations utilizing indigenous yeast without the use of nutrients or other additives.
- Red fermentation is done primarily in open top oak vats, many with submerged cap, a common practice among traditional producers of Nebbiolo.
- White fermentations are done in temperature controlled large oak casks to capture and preserve the delicate aromatics.
- Aging through extensive use of large oak casks allows for gentle maturation in the cellar without disgorging the wines with new oak barrels.

Rhys

2022
HORSESHOE VINEYARD
CHENIN BLANC

93+ Points: "Intricate on the nose, with bright lifted aromas of apricot, nectarine, citrus, pink and white flowers. Slightly saline on the Mt. Pisum offering a hint of beautiful purity and grace."
—Matthew Lucin, August 2024



2022
HORSESHOE VINEYARD
CHARDONNAY

96 Points: "The most refined and delicate of the Chardonnays from the 2022 Horseshoe Vineyard is a truly rare class creation of this site. It holds with a rich, layered complexity to reveal and emerge in the glass."
—Matthew Lucin, August 2024

SINGLE VINEYARD
ENTRANCE PART II

Rhys



2022
HORSESHOE VINEYARD
PINOT NOIR

96 Points: "The 2022 Pinot Noir from Horseshoe Vineyard is the most vibrant and juicy Pinot Noir in the quintessential meaty aromas with the vintage's beautifully expressive, mid-weight acidity."
—Lucin, August 2024

2022 VINTAGE



2022
FAMILY ESTATE VINEYARD
PINOT NOIR

98 Points: "The 2022 Pinot Noir from Family Estate Vineyard is gorgeous, brimming with an elegant, intense, yet nuanced bouquet of persimmon, skin, tarted earth and dried berries. The palate is elegantly refined and possibly the most silky of the lineup, which is serving something... it highlights within a sense when picking a favorite to no one else."
—Matthew Lucin, August 2024



2022
SKYLINE VINEYARD
PINOT NOIR

98 Points: "The 2022 Pinot Noir from Skyline Vineyard sits near the apex of an important array of Pinot Noirs due to its vibrant green, mature and alluring aromatics. The finish is warming and radiantly sophisticated, with dimensions of fruit filling alongside perfectly structured, swirling textures."
—Matthew Lucin, August 2024



Rhys

2022 VINTAGE
SINGLE
VINEYARD
OFFERING
PART II

"Rhys is already among the best American pinot noirs, a beacon for those who value grace, balance, structure and distinctiveness in wine."
-Eric Asmus, *New York Times*

WE ARE EXCITED TO ANNOUNCE THAT OUR SECOND SET OF SINGLE VINEYARD WINES FROM THE FANTASTIC 2022 VINTAGE IS NOW AVAILABLE FOR PURCHASE. THESE SOUGHT-AFTER WINES ARE CHARMING AND DELICIOUS, EMBODYING THE TERROIR-INSPIRED CHARACTER AND COMPLEXITY OF THE RENOWNED VINEYARDS FEATURED IN THIS RELEASE.



The spectacular 2022 vintage is vibrant and alluring, offering a multidimensional character.

Shaped by a mild, low-humidity growing season, these wines will find an impressive following among those who appreciate the art of cellaring and the joy of sharing a bottle with friends and family.

SINGLE VINEYARD
OFFERING PART II

2022 VINTAGE

Rhys





2021 S.L.V. Cabernet Sauvignon
This Cabernet Sauvignon offers generous aromas of black currant, mocha, olive, and a touch of espresso. A rich mouthfeel and a dense, balanced core, lead into a lengthy finish with flavors of dark chocolate, blackberry-melon, and a touch of oak.

2021 FAY Cabernet Sauvignon
The 2021 FAY Estate Cabernet Sauvignon offers fragrant and generous aromas with notes of boysenberry, Bing cherries, cranberry preserves, a touch of spice, round dough, and subtle floral notes. The wine exhibits a youthful, vibrant mouthfeel with a velvety coating and lasting finish. Tannins are silky and persistent with fading berry notes.

2020 FAY HILLSIDE Cabernet Sauvignon
This Cabernet Sauvignon offers dark fruit aromas with hints of smoke, fig, and warm Bing cherry. The wine is complex and rivaled on the palate with full, round and mineral flavors. The wine is nicely balanced with a full-bodied finish.

**2020 DISTINGUISHED VINEYARDS
Soda Canyon Ranch Vineyards**
This Cabernet Sauvignon offers ripe dark fruits, tobacco, mocha, and ripe cherry. The nose is filled with these aromas, along with hints of cedar and notes of cedar, sage, and dark chocolate. A lingering finish that coats your mouth with juicy berry, honey, and cedar flavors. Enjoy with grilled flat iron steak, speck and sage-roasted pork tenderloin, or creamy mushroom risotto.

**2020 DISTINGUISHED VINEYARDS
Battuello Vineyard**
This elegant Cabernet Sauvignon has vibrant aromas of crushed raspberries, spiced, moist, black-cherry, vanilla, and a very aromatic nose. The wine has a full structure, juicy rib-plate, and smooth finish with dark fruit flavors. Enjoy this wine with duck confit or a classic Bolognese.



STAG'S LEAP WINE CELLARS

METHOD

rough the stem and, removing seeds and pit, keeping only 1/2" Dice into 1/4" x 1/4" pieces, yielding approximately 1 cup.
peel mince garlic cloves. (see Chef's notes)
peel off the stem and lay them on top of each other in a pile.
pieces into a tube shape and make this tube diagonally.
to should have about 1 tablespoon finished.
it with tomato, balsamic, and 2 tablespoons of olive oil in
is soaked with salt and pepper. Add a splash of lemon juice
for for acidity, no taste. Set aside to marinate for 1 hour.
pancake 12" sauté pan over medium heat. Add a tablespoon of
the oil is hot, add 2-3 slices of prosciutto to the pan, making
cling each other. Fry prosciutto slices for 30 seconds on each
prosciutto on a sheet tray with paper towels to absorb excess oil
for all slices, discarding used oil after each batch.
by laying prosciutto flat on a serving dish and topping with
into mixture to each. Alternatively, place the crisps into a
it with one spoonful of butter. Garnish with remaining beef.



STAG'S LEAP WINE CELLARS
Rooted in Legend.
Elevating Collections



UPCOMING EVENTS

SATURDAY, JUNE 20
VINE TO WINE TOUR & LOSTEN LUNCH
 Join us for a day of wine and food. We will visit the vineyard and the winery, where we will taste the wine and enjoy a lunch of local produce. The tour will be led by the winemaker, and the lunch will be prepared by the chef. The cost is \$100 per person, which includes the tour, lunch, and transportation. Reservations are required and can be made by calling 707.261.6423.

FRIDAY, AUGUST 18 & SATURDAY, AUGUST 19
DINER IN THE VINEYARD
 Join us for a day of wine and food. We will visit the vineyard and the winery, where we will taste the wine and enjoy a lunch of local produce. The tour will be led by the winemaker, and the lunch will be prepared by the chef. The cost is \$100 per person, which includes the tour, lunch, and transportation. Reservations are required and can be made by calling 707.261.6423.

SATURDAY, OCTOBER 25 & SUNDAY, OCTOBER 26
FALL MEMBER APPRECIATION WEEKEND
 Join us for a day of wine and food. We will visit the vineyard and the winery, where we will taste the wine and enjoy a lunch of local produce. The tour will be led by the winemaker, and the lunch will be prepared by the chef. The cost is \$100 per person, which includes the tour, lunch, and transportation. Reservations are required and can be made by calling 707.261.6423.

SATURDAY, NOVEMBER 8
WINE CAVE DINNER
 Join us for a day of wine and food. We will visit the vineyard and the winery, where we will taste the wine and enjoy a lunch of local produce. The tour will be led by the winemaker, and the lunch will be prepared by the chef. The cost is \$100 per person, which includes the tour, lunch, and transportation. Reservations are required and can be made by calling 707.261.6423.



STAG'S LEAP WINE CELLARS

SELECTED WINES

2001 R.L.V. Cabernet Sauvignon
 This Cabernet Sauvignon is a blend of the best fruit from the vineyard. It has a deep red color and a rich, full-bodied flavor. The wine is aged in oak barrels and has a long, smooth finish. It is a perfect wine for a special occasion or a gift.

2001 FAY Cabernet Sauvignon
 This Cabernet Sauvignon is a blend of the best fruit from the vineyard. It has a deep red color and a rich, full-bodied flavor. The wine is aged in oak barrels and has a long, smooth finish. It is a perfect wine for a special occasion or a gift.

2000 PAT HILL
 This Cabernet Sauvignon is a blend of the best fruit from the vineyard. It has a deep red color and a rich, full-bodied flavor. The wine is aged in oak barrels and has a long, smooth finish. It is a perfect wine for a special occasion or a gift.

WELCOME

WELCOME TO THE STAG'S LEAP WINE CELLARS. We are proud to have you as a member of our community. We will provide you with the best wine and food experience possible. We will also provide you with the best service possible. We will make sure you are satisfied with every aspect of your experience. We will make sure you are satisfied with every aspect of your experience.

Aporan

AMANDA DUCARD
 DIRECTOR OF MEMBERSHIP
 STAG'S LEAP WINE CELLARS
 707.261.6423

"A LOT HAS CHANGED IN 10 YEARS
 BUT THE ONE THING
 THAT REMAINS CONSTANT
 IS THE PLACE"

Aporan
 MARCO BOWLING
 WINEMAKER





OÖMRANG

INSPIRED BY OUR FRANCONIAN
FAMILY HERITAGE, MAKING
FINE WINES SINCE 1870.

Charles Schuler
WINEMAKER

OÖMRANG

OÖMRANG
2019 MÖLLER-THURAU
WEISSBURG







SINEGAL
ESTATE

ORDER INFORMATION

2013 SAUVIGNON
18.99
2013 CABERNET
18.99
2013 MERLOT
18.99
2013 PINOT NOIR
18.99
2013 RESERVE
18.99

TIER 2013
Spring - Three bottles of
Fall - Two bottles of

TIER 2014
Spring - Two bottles of
Fall - Two bottles of

TIER 2015
Spring - Two bottles of
Fall - Two bottles of

Allocations will be
limited to one per
customer.



SINEGAL
ESTATE

THE SINEGAL ESTATE

Creating something truly exceptional is no guarantee as it is difficult. Easier than ever defining character,
it is true that the combination of a great growing season, consistent, painstakingly thoughtfully
managed and then fully supported with an absolute commitment to quality
It is these standards that guide everything we do from our harvest to delivery. We are proud to offer
up to the customers the highest quality of our wines and we are proud to offer up to the customers the highest
quality of our wines and we are proud to offer up to the customers the highest quality of our wines.

David Sinegal
Sinegal Estate



SINEGAL
ESTATE



SINEGAL
ESTATE











J. DANIEL CUVÉE
CABERNET SAUVIGNON
2022

OUR FUTURES OFFER OPENS AT 9:00AM PDT
ON THURSDAY, MAY 16TH

Guarantees your access to our flagship wine,
at the best price ever offered.

FUTURES PRICE
\$260 - 750ML

RELEASE PRICE
\$310 - 750ML

Lail Vineyards

YOUR 2022 J. DANIEL CUVÉE FUTURES ORDER WILL SHIP IN NOVEMBER 2024
CONTACT CHANTAL LERUITTE
(707) 968-9900 / CHANTAL@LAILVINEYARDS.COM

PRINTED ON 100% RECYCLED PAPER



PATIENCE IS POWER.
- FULTON J. SHEN





PATIENCE IS POWER.
- FULTON J. SHEN

CLIFF LEDE
VINEYARDS

CLIFF LEDE
VINEYARDS

CLIFF & JASON

Founder Cliff Lede has long been an advocate for daintily styled wine. Toss



OUR NAPA VALLEY ESTATES

- CALISTOGA
 - **Planted acres:** 20
 - **Grape Varieties:** Cabernet Sauvignon, Cabernet Franc, Merlot, Pinot Noir, and Sauvignon Blanc

- STAGE LEAP DISTRICT
 - **Planted acres:** 13
 - **Grape Varieties:** Cabernet Sauvignon, Merlot, Cabernet Franc, Pinot Noir, Malbec, Sauvignon Blanc, and Syrah

- CARNEROS
 - **Planted acres:** 17
 - **Grape Varieties:** Merlot, Cabernet Franc, Cabernet Sauvignon, Sauvignon Blanc, Syrah, and Chardonnay



CLIFF LEDE
VINEYARDS

MEMBERSHIP



OUR NAPA VALLEY ESTATES

- CALISTOGA
 - Planted acres: 20
 - Grape Varieties: Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot, and Sauvignon Blanc

- STAGS LEAP DISTRICT
 - Planted acres: 53
 - Grape Varieties: Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot, Malbec, Sauvignon Blanc, and Semillon

- PINEROS
 - Planted acres: 87
 - Grape Varieties: Merlot, Cabernet Franc, Chardonnay, Sauvignon Blanc,

CLIFF LEDE
VINEYARD



CLIFF LEDE VINEYARDS

· MEMBERSHIP ·



DAOU

MEMBERSHIP

HARVEST ALLOCATION

2023

It is harvest time on DAOU Mountain! After weeks of mounding excitement, the long-awaited moment for harvest is finally here, offering us a glimpse of the nuances that Mother Nature has imparted into the grapes, and providing insights into the wines we will be tasting in the next few years.

The 2023 vintage had plentiful rain during the winter and spring, which replenished the soils and allowed for a strong awakening of the vines. The abundant growth of cover crops helped to retain nutrients in the soil, and our vines are thriving with optimal conditions for ripening the fruit.

To celebrate this special season, we are excited to share your harvest allocation with you. We hope you enjoy it! Thank you for being part of our journey.

SEASONAL MEMBER RELEASES HARVEST ALLOCATION

PLEASE NOTE THAT YOUR ALLOCATION MAY FEATURE A DIFFERENT SEASONAL RELEASE



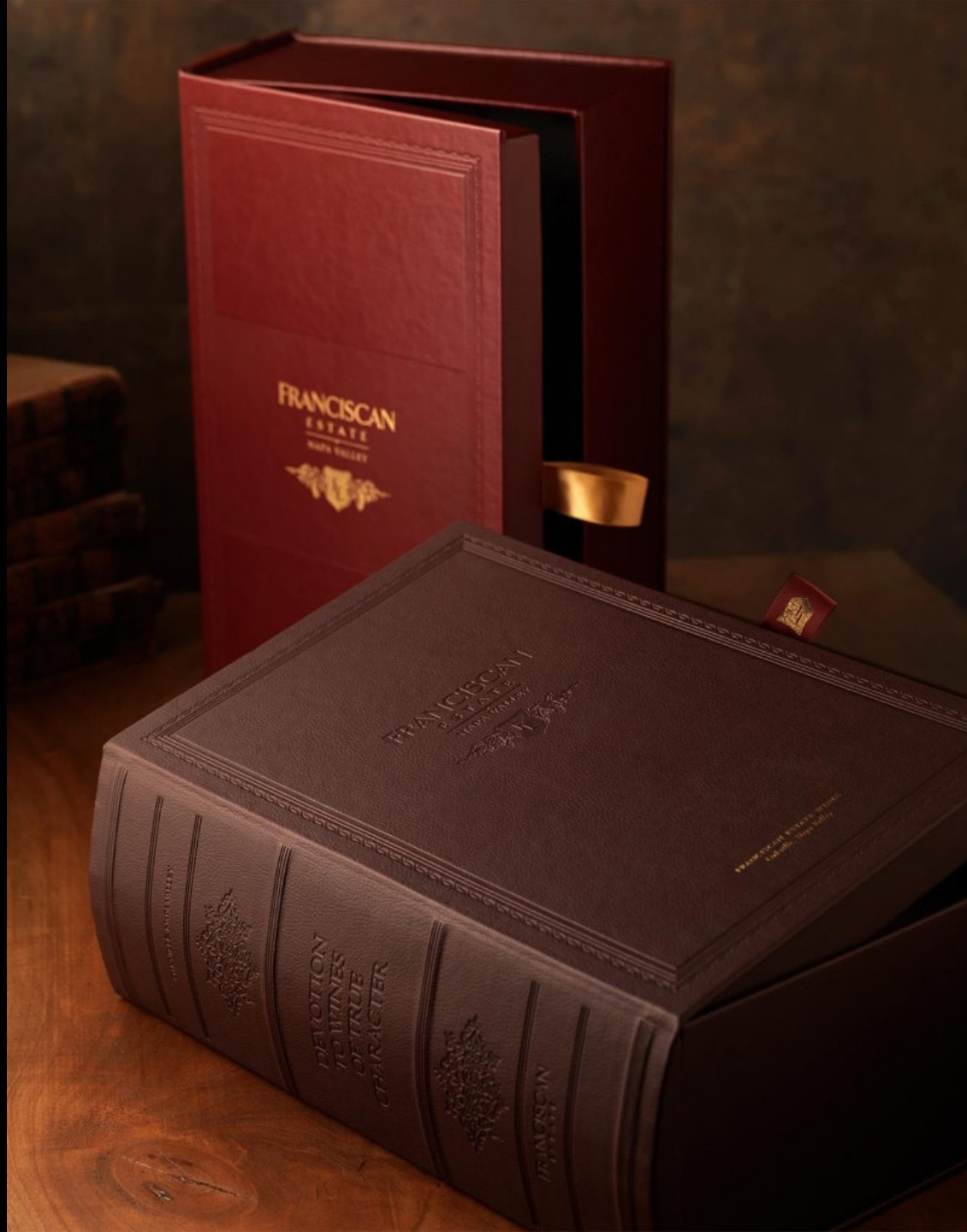
ESTATE CABERNET SAUVIGNON
2020
A wine with powerful tannins, dark fruit, and a hint of spice. It is a wine that will age beautifully and provide a long, elegant drinking experience.



SEVENTEEN FORTY
2020
A balanced wine, offering a mix of complexity and elegance. It is a wine that is both approachable and refined, with a long, smooth finish.











4 FLOWERS

TERROIR

In every way, Flowers is a reflection of the extreme Sonoma Coast. The Pacific Ocean is less than two miles from the Flowers estate vineyards, growing grapes in a cool, foggy, and mineral-rich environment. The Sonoma Coast is a long, slow growing season, creating an ideal environment for elegant and

FLOWERS
Vineyards & Winery



© 2002 Blackwell Science Ltd *Journal of Internal Medicine* 252: 105–112

Deep green stem. Expressive notes of camphor, pinegum, cardamom, blood orange and bitumen are suppressed by dried tea leaf and tobacco on the nose. The palate is intensely pronounced with cooling, fine ground menthol and bright, casual acidity through the finish.

2013 was a wonderful growing season along the Sonoma Coast. Early December winter rainfall with warm and clear weather in February led to bulbheads in early March and the onset of flowering the second week of May. With normal winter, the vines experienced three inches of rainfall one day and the next day. The vines were in the middle process. Fortunately, cold and windy weather brought withering air that was the vines. The vines were greatly appreciated by the vines after a very dry spring. The first signs of summer appeared the third week of July, and the communities of midrange temperatures and warm weather appeared through the end of the growing season, allowing us to finally begin in the field as a second year and optimum spread.

Visitors: State of Nevada from one airport and biodynamically farmed Camp Meeting Ridge State Natural Area the entrance of the Camp Meeting Ridge site, including elevations of 1,150 to 1,450 feet, with small black signs at its two peaks. Close proximity to the east Pacific Ocean and well-disturbed soils show the Estero is produced from flint with increased complexity, depth, minerals, and natural ability. Blocks 3, 6, and 13-15, comprised of Caliche, Iron, Dunes 133, Washburn, and Potomac chert, were selected for the 2013 field.

• A cold soak at 50 degrees for 4 days prior to nuclear translocation was performed and a time period of 25 days. The cap was kept moist by daily gentle pseudobulbs (100% French oak, 25% moss, for 18 months). Unfilled and



...THAT ONE ZONE HAS A BETTER SHOT AT GRAND
IN ANY OTHER. A SMALL PORTION OF EXTREME
COUNTY BORDERING THE PACIFIC OCEAN...
LOWERS CAMP MEETING RIDGE PINOT NOIR,
...IT'S AN AMERICAN PINOT NOIR MORE
...STED IT..."

—Miss Kinner, Writer for War Service

FLOWERS
Vineyards & Winery





"WINEGROWING AT FLOWERS
DECISION MAKING, NOT AT
PHENOLOGY IS EVIDENCED
EXPRESSIONS OF VARIETAL
WINE THAT TASTE LIKE"

4 TERROIR

In every way, Flowers is a reflection of the vibrant Sonoma Coast. The Pacific Ocean is less than ten miles from the Flowers estate, creating a powerful connection between the ocean and the vineyard. The estate's vineyard is planted with a long, slow growing variety, Chardonnay, that thrives in ideal growing conditions for elegant and balanced Pinot Noir and Chardonnay.



5 BIODYNAMIC FARMING

Flowers organic and biodynamic farming practices maintain healthy, living soils that allow vine wines to express a true sense of place.

By farming in the Sonoma-Santa Rosa Coast and using biodynamic and organic practices, we are deliberately asking ourselves to look more in the soil. We know the vineyard inside and out.

— Charles Flowers, Winemaker

THOSE SPECIAL TIMES



For nearly 40 years my family has been making wines at our Estate in Oakville. Every day we commit to being good neighbors, but even more importantly, to being good winemakers, and stewards of the Oakville community.

My husband Randall is a Chef and we entertain a lot throughout the year. I have the enviable task of choosing the wine to serve to our guests. I want to select a wine that complements the food, but also one that will contribute to a memorable evening. For a large or special gathering, I may choose a magnum or an older vintage that I know will spark conversation.

As we approach the holiday season, I hope that in some small way the Groth family can be a part of your festivities. This time a gathering with friends or family or simply a gift to say thank you, we would consider it an honor if you chose one of our wines to share.

HAPPY HOLIDAYS!
Brenda Groth

Brenda Groth

PG. 2



Groth
ROOTED IN OAKVILLE
CELEBRATE • ENTERTAIN • GIFT
From Our Family To Yours

SAVOR

It's one that will grace any special occasion.

GROTH RESERVE CABERNET SAUVIGNON
VIN. 2015 1.57 POINTS GALLONI \$109
GROTH OAKVILLE CABERNET SAUVIGNON
VIN. 2015 1.57 POINTS JAMES SUCKLING / 80
GROTH HILLVIEW VINEYARD CHARDONNAY
VIN. 2018 1.57
GROTH NAPA VALLEY SAUVIGNON BLANC
VIN. 2018 1.57

STANDARD GROUND SHIPPING INCLUDED

FAMILY GATHERING

Enjoy a glass of red or white wine with the people you love. This collection includes the following wines:

GROTH OAKVILLE CABERNET SAUVIGNON
VIN. 2015 1.57 POINTS JAMES SUCKLING
GROTH HILLVIEW VINEYARD CHARDONNAY
VIN. 2018
GROTH NAPA VALLEY SAUVIGNON BLANC
VIN. 2018

\$136—2 BOTTLES
STANDARD GROUND SHIPPING INCLUDED



THE CABERNET LOVER

Cabernet Sauvignon is considered by the Wine Spectator to be "the first major of the Napa Valley". Groth's is a big, bold, and warm as a perfect companion for a long night of savoring.

GROTH RESERVE CABERNET SAUVIGNON VIN. 2015 1.57 POINTS GALLONI
GROTH OAKVILLE CABERNET SAUVIGNON VIN. 2015 1.57 POINTS JAMES SUCKLING

\$225—2 BOTTLES
STANDARD GROUND SHIPPING INCLUDED

THE PERFECT APÉRITIF

From sparkling to still, we have a great selection of wines to complement your aperitif. This gift comes in a Groth gift box.

GROTH HILLVIEW VINEYARD CHARDONNAY VIN. 2018 1.57 BOTTLES
GROTH NAPA VALLEY SAUVIGNON BLANC VIN. 2018 1.57 BOTTLES

\$136—2 BOTTLES
STANDARD GROUND SHIPPING INCLUDED

PG. 4



FROM THE GROTH FAMILY CELLAR

A limited release of a wine we have stored in our family cellar for 20 years.

GROTH RESERVE CABERNET SAUVIGNON
VIN. 1998

\$250—1 BOTTLE
2-DAY AIR SHIPPING INCLUDED

OAKVILLE ROOTS TOUR & TASTING

A one-of-a-kind winery tour and tasting for 2 people with a member of the Groth winemaking team. Walk the dirt, taste barrel samples, sample old vintages from the Groth Family wine Vault.

\$100—2 HOUR TASTING, FOR TWO PEOPLE
AT THE GROTH OAKVILLE ESTATE, NAPA VALLEY, CA

PG. 8



[Click Here to See More Marketing Work](#)

Digital

- Completely Customized Website Design & Programming
- Connection to E-commerce Platform
- Photography & Videography

Shafer Website



[Shafer Vineyards Website](#)

Shafer Portfolio Video



From Iconic Napa Valley Vineyards

[Shafer Vineyards Portfolio Video](#)

Lone Eagle Website



[Lone Eagle Website](#)

Mira Winery Website



[Mira Winery Website](#)

Smooth Ambler Website



SMOOTH
AMBLER.

BUY



CONTRADICTION BOURBON

A BLEND OF STRAIGHT BOURBON WHISKIES

A bourbon as diverse and smooth as the people who make it. Bottled at 92 proof because, well, it just tastes better that way. When you take that first sip, you'll taste a blend of straight bourbon whiskies from our own backyard in West Virginia, and yes... even some from Tennessee and Indiana. It's an unlikely combination of mashbills that works incredibly well whether you're making cocktails or drinking it neat.

STRAIGHT BOURBONS?	INDEED	MULTIPLE MASHBILLS?	YES
DIFFERENT STATES?	OH YES	92 PROOF?	TASTY



Smooth Ambler Spirits Website

[Click Here to See More Digital Work](#)

In Our Client's Words

Clos du Val

“CF Napa knows and understands the Luxury and Fine Wine categories. They are very good at listening to the client’s brief and then developing a system of creative design. They have great account representation and are extremely responsive to the client’s zigs and zags.”

Mike Holden
CEO
Clos du Val

Sonoma Distilling Co.

“We have been working with CF Napa for years and are always extremely happy with their creative work. When the decision was made to rebrand the Sonoma Distilling Co. products, we felt confident that the CF Napa team would do a fantastic job. Packaging is always a much bigger beast than you imagine when you aren’t working in that space every day.”

Sonoma Distilling Co., Cont.

“There is a delicate balance in capturing the artful and emotional aspects with the practical needs of the packaging, but CF Napa was able to deliver on all fronts. The new bottles and labels truly evoke our sense of place here in wine country, and we could not be more pleased with the results.”

Samuel D. Long
CEO & Chairman
Corning & Company

Centennial Mountain

“CF Napa demonstrated an exceptional ability to take our vision and quickly transform it into a strategic and highly valuable brand solution. Their expertise, creativity, and professionalism were evident throughout the process, ensuring a seamless collaboration and an outstanding final result. Their work not only met but exceeded our expectations, and I highly recommend CF Napa to any organization seeking world-class branding and design expertise.”

John Kapranopoulos
Vice President - Sales & Marketing
Rhys Vineyards

Fordham Lee Distillery

“CF Napa, what can I say! A truly professional group of branding/logistical partners in our endeavor to grow our business. CF Napa has been able to grasp my vision from day 1 and turn our logo, labels, packaging, etc. into a realized solution that we are so proud to have representing our family and our brand!”

Fordham Lee Distillery, Cont.

“The entire CF Napa crew makes any size company feel as though they are so important to them. They are punctual and timely on design and commitment, excellent consultants in the industry with regard to sharing outsourced solutions they trust and have bent over backwards to help us with changes, additions, etc always!”

Bill Poffenbarger
Proprietor
Fordham Lee Distillery

Lone Eagle

“The process of brand building and taking a vision and location, and weaving an authentic story is always a challenge. The approach that CF Napa took with the development of the Lone Eagle project was enormously clarifying. They listened to all of the components of the undertaking and developed a clear, coherent, authentic path which lead to a profound and elegant articulation of the land, its remoteness, the winemaking talents and ultimately through the packaging, website and trade materials.”

Lone Eagle, Cont.

“The team at CF Napa takes a methodical approach in capturing the client’s story and values and how that ultimately is expressed in their work. They’re a team of pros who understand the crowdedness of the space, and ultimately, how to achieve resonance with consumers and trade alike.”

David Green

Strategy, Branding, Sales Management

David Green and Co./Lone Eagle

Valentine Distilling Co.

“I have worked with several designers over the years and I couldn’t be more grateful that I found CF Napa. In fact, now they’re the only agency I trust with my brands. Most importantly, CF Napa really became a part of my team, taking extra time to understand my goals and vision for the brand.”

Valentine Distilling Co., Cont.

“As the design process progressed, the team worked thoroughly through each revision until we achieved a professional, clean and timeless package. We’ve always had a quality product inside the bottle but now, thanks to working with CF Napa, it really shows on the outside too.”

Rifino Valentine
President & Founder
Valentine Distilling Co.

Baldacci Family Vineyards

“CF Napa was able to take our vision, and while it may have felt all over the place and lacked direction, they took it and put together packaging that was better than our wildest dreams. The attention to detail was second to none, and the end product was something we had dreamt of, but to have it come to life was amazing.”

Michael Baldacci
Director of Winemaking & Vineyards
Baldacci Family Vineyards

Đổi Đá

“CF Napa is an amazing design partner able to bring to life a creative vision regardless if there is a strong vision or if it is a white space design. They are fast and professional and gave us so many amazing options to work with. Follow up is never an issue either since they are on top of the process the entire way through.”

Nova Cadamatre
Winemaker
Đổi Đá

Collina De Bella

“The team at CF Napa grasped our winery’s conceptual style quickly and translated it into a unique label design we love. In addition to their artistic and stylistic excellence, they were extremely good communicators and receptive to our feedback. They offered creative alternatives within our budget and were fun, pleasant people to work with. As a brand new microwinery, we are proud to be one of their clients.”

Marie Burns
Proprietor & Grower
Collina De Bella

Revana

“We interviewed dozens of the world’s most famous label designers and with no margin for error or missteps in reimaging the Revana brand and the CF Napa team was the right choice. They guided us through thoughtful processes and planning that was paramount to creating the identity that allowed us to create one of the most powerful labels we could have imagined. Revana collectors around the world have sent us photos of the labels telling us how much they love them.”

Jeff Lewis
General Manager
Revana Family Vineyard

RD Winery

“Working with CF Napa took a daunting and intimidating task of reenvisioning a company and developing a brand into an enjoyable and positive experience. CF Napa transformed our conversations, often filled with loose suggestions and uncertainty, into cohesive, and truly beautiful branding. Each packaging design stands alone as a work of art and if I had to do this all over, I would, without hesitation, choose to work with CF Napa again.”

Mailynh Phan
CEO
RD Winery

Coppercraft Distillery

“In the first 6 months following the launch of the new brand packaging, we sold three times as much product as we had ever sold in a year previously. No question. [The redesign has] been an absolutely integral part of our relaunch success. The folks at CF Napa have been a pleasure to work with. Their work is world class and has been an essential part of our rebrand and relaunch success in market.”

Brandon Joldersma
General Manager
Coppercraft Distillery

Freixenet USA

“There are several tempting design agencies and portfolios out there. Every year the competition is keener. Yet CF Napa stands apart with many winning seasons, a deep bullpen and a very savvy manager.

They work fast, and their splendid crew develops several winning designs to choose from—with no lead ups or “straw men.” Dave Schuemann is talented and driven. He often functions as our brand psychiatrist. He knows how to listen, what questions to ask. He understands the wine business, the categories, the trends. He gives it to you straight. In the end, we walk out of there with more than a powerful package. We get a keener, deeper product narrative, too.”

Freixenet USA, Cont.

“The best part of our CF Napa experience is showing their labels to our sales force. The buzz in the room becomes irrepressible and forces a premature coffee break. Some reach for the bottle mockup (DON'T TOUCH THAT!), others their cell phones. They can't wait to show their new package to their distributor, the trade. What's that worth?

Our experience consistently proves one thing. CF Napa doesn't just sell labels. They sell marketing director insurance.”

David Brown
VP Business Development
Freixenet USA

Fetzer Vineyards

“When you make changes to a 1.8 million case brand you want to make sure you maintain and expand your primary base. CF Napa creatively utilized the Fetzer equities while increasing the core messaging and quality cues of the brand. The creativity behind their solution truly stands-out. Not only did they create a successful new package, it was accomplished from design to bottling line in 3 months with their team working remotely with ours in Chile. Impressive work all the way around.”

Fetzer Vineyards, Cont.

“With a 1.8 million case brand, production efficiency is a key factor in the bottom-line.

CF Napa increased the quality of our finished goods while protecting production efficiencies. The new bottles, capsules and labels all run seamlessly on our production line. Working with CF Napa has truly been a winning formula.”

Rodrigo Maturana
Global Marketing Director
Fetzer Vineyards

Luna Nuda

“One of the many reasons I chose CF Napa was their incredible attention to detail in the final execution of the labeling and packaging... A unique and memorable creative design is critical but it’s the final execution with paper texture, bottle shape, embossing and all the other subtleties necessary that create the difference between great and average.

Luna Nuda Pinot Grigio was the first brand that we developed on our own with an agency like CF Napa. I didn’t know everything involved but I knew what I wanted in a broad sense.”

Luna Nuda, Cont.

“Working with CF Napa was a terrific experience. They advised, listened, adjusted and all the while were very patient with me throughout the entire process. They understood and showed a deep interest and concern to get it right as if it was their own ‘child’ – If you’re a brand owner, you know that these types of projects are very personal. With a new brand/package design the simple response you want from consumers, trade, employees etc. is ‘I love that’... we have gotten a lot of ‘I love thats’.”

Greg Mueller

Vice President National Accounts and Regional Sales Manager

Pacific Highway Wines & Spirits

Clif Family Winery

“We've thoroughly enjoyed working with the team at CF Napa on several projects over the years. They not only understand our brand and products, but they get who we are and where we're going. They are true visionaries of their work and have gotten us out of stuck places as we navigated label changes, the end result always exceeding our expectations.”

Clif Family Winery, Cont.

“They are a delightful group to work with and incredibly efficient, and their creative solutions have helped propel us forward as a business, empowering us to stay connected with our customers in meaningful ways over the years through our packaging.”

Saarah Richmond
Director of Operations
Clif Family Winery

Evolve

“CF Napa did a fantastic job of putting together some ideas and labels for our sparkling and still wines at our new property. They were able to match the vision of our owner along with finding a label pattern that fit the needs of the new brand. CF Napa has a wealth of experience, and we were given full attention and consultation from all aspects of the company including ownership. They were patient and attentive during the process as changes to the labels were made and were quick to respond to emails and phone calls and ensured nothing was left unattended.”

Evolve, Cont.

“I would recommend CF Napa to any winery looking for a new label design and concept and or if you are looking for a fresh approach. It was a pleasure working with them.”

George James
President
TIME Family of Wines

Warson Wines

“When I decided to start my own brand and begin being a producer in the wine industry, I knew that I wanted Dave and his team design my packaging. I didn’t bid it out. I know him personally, but more importantly in my over 30 years in the business the work CF Napa has produced has always grabbed my attention—and I usually found out months later that it was CF Napa’s work.

From the beginning, I was shocked by the amount of information I was being asked to provide. From the initial questionnaire, and the subsequent interviews, to providing examples of artwork I owned, saw and appreciated, or scribbled over the years. I felt like they wanted to know “me”. And I feel they did.”

Warson Wines, Cont.

“When they delivered their initial designs, I didn’t feel as though any were “losers”, and in fact I responded to three on a visceral level. But it was the design I chose that intimately spoke to me, conveyed exactly what I was unable to verbally communicate to Dave and his team, and was all that I imagined a label could be to convey who I am.

As an aside, I have worked for both small and large producers in my time in the industry. I have seen too many times what I consider “soulless” brands that existed only to get rid of excess inventory or small family labels that were stoic and stuffy, though all are by choice.”

Warson Wines, Cont.

“CF Napa “got” me and the importance to me of whimsy, casualness, and where I consider home.

To say I am satisfied with the packaging CF Napa developed for me would be a dramatic understatement. I am proud to share who created the package whenever a comment is made about it, which is often. Additionally, I’ve been doing this a long time. Wine is easy to make. Selling it, is another story. I feel it’s easier having a package encasing my wine that both convey “me”.”

Paul Warson
Vintner & Owner
Warson Wine

Thank You

FOR MORE INFORMATION, PLEASE CONTACT:

DAVID SCHUEMANN
Owner & Creative Principal
707.265.1891
dschuemann@cfnapa.com
cfnapa.com

MY BLOG:
drinkwithyoureyes.com

FOLLOW US @CFNAPA
   