



Spirits Portfolios: Brand Packaging Architecture

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.

SECTIONS

TWO TIERS

- Waikulu Distillery
- Olde Raleigh Distillery
- Ziami
- Monson Ranch Distillers
- Robert's
- La Crosse Distilling Co.

THREE TIERS

- Sonoma Distilling Co.
- Fordham Lee Distillery
- Valentine Distilling Co.

Two Tier

PACKAGING PORTFOLIOS

Waikulu Distillery

Brand Creation (2 Tiers – Core & Ohana Reserve)

US Market

About the Project:

The new, Maui-based Waikulu Distillery came to us to design the packaging, custom bottle, and tasting glasses for their brand of agave spirits.

DELIVERABLES:

- Logo
- Packaging
- Custom Bottle



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



Olde Raleigh Distillery

Brand Creation (2 Tiers – Core & Barrel Proof)

US Market

About the Project:

Olde Raleigh Distillery engaged us to design the logo, packaging and custom bottle for their distillery, small-batch blended whiskeys, and Whiskey Society membership.

DELIVERABLES:

- Logo
- Packaging
- Custom Bottle





Zíami

Brand Creation (2 Tiers – Core & Barrel Proof)

US Market

About the Project:

Florida Rum Company came to us to develop their new rum brand, Zíami, to captivate mixologists, be fresh, true to its Florida roots and feel at home in Miami Beach's hottest nightclubs.

DELIVERABLES:

- Logo
- Packaging





ZÍAMI.
BARREL PROOF
FLORIDA OVERPROOF RUM
UNUSUALLY SMOOTH AND FLAVORFUL
YOUR MOST EXQUISITE COCKTAIL

ZÍAMI.
BARREL PROOF
FLORIDA OVERPROOF
RUM
LIMITED EDITION
65% ALC. BY VOL. (130 PROOF) 750 ML

* CRAFTED IN USA *



Monson Ranch Distillers

Brand Creation (2 Tiers – Wholesale & DTC)

US Market

About the Project:

Family-owned Monson Ranch Distillers came to us to develop the packaging for their namesake line of Whiskeys and a logo that was flexible enough to use across the branding of their wholesale Whiskey, Reserve DTC Whiskey and for the branding of their custom distilling company.

DELIVERABLES:

- Logo
- Packaging





Robert's

Brand Creation (2 Tiers – Gin & Vodka)

US Market

About the Project:

Oak House Distillery came to CF Napa to create the design for their Robert's line of Gin and Vodka, drawing on the brand owner's affinity for abstract illustrations and Asian design.

DELIVERABLES:

- Logo
- Packaging
- In-House Illustration





La Crosse Distilling Co.

Brand Creation (2 Tiers – Fieldnotes & Limited Edition House Series)
US Market

About the Project:

We designed La Crosse Distilling Co.'s distributed line of spirits under the Fieldnotes name as well as their distillery-only line of limited-edition spirits.

DELIVERABLES:

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





Three Tier

PACKAGING PORTFOLIOS

Sonoma Distilling Co.

Brand Revitalization (3 Tiers - Core, Cherrywood Smoked & Limited Edition)

US Market

About the Project:

Sonoma Distilling Co. came to us to revamp the packaging for their line of whiskeys. The goal was to position the brand for growth with a flexible packaging system and strong, consistent brand messaging.

DELIVERABLES:

- Logo
- Packaging
- Custom Bottles
- Print







BLACK TRUFFLE RYE

MIXED WITH CALIFORNIA GRAINS
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

Fordham Lee Distillery

Brand Creation (3 Tiers – Bourbon, Cream Liqueurs & Zachary Edward)
US Market

About the Project:

Fordham Lee Distillery came to us to develop their new brand that honors the founder's late son – a spirit worth remembering.

DELIVERABLES:

- Logo
- Packaging
- Marketing
- Digital







Valentine Distilling Co.

Brand Revitalization & Creation (3 Tiers – Vodka, Mayor Pingree & Liberator/Woodward)

US Market

About the Project:

Rifino Valentine set out to start Valentine Distilling Co. to reestablish the ideal that Detroit was built upon: American craftsmanship.

DELIVERABLES:

- Logo
- Packaging
- Custom Bottles
- Marketing







Thank You

FOR MORE INFORMATION, PLEASE CONTACT:

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