



Wine 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

- Coronet
- Đồi Đá
- Koch Family Vineyards
- Lo Duca
- Patz & Hall
- Kelleher
- Flowers
- Kendall-Jackson

THREE TIERS

- Martin Ray Vineyards & Winery
- Sinegal & Details
- Revana
- Turks Head
- Schug Winery
- Robert Mondavi
- Château Élan
- Stags' Leap
- The Hess Collection

FOUR TIERS

- Flora Springs
- Etude
- Angeline Vineyards
- Duckhorn Vineyards

FIVE TIERS

- Clos du Val
- Chehalem
- Wente Vineyards
- Mira Winery

SIX TIERS

- Baldacci Family Vineyards

Two Tier

PACKAGING PORTFOLIOS

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
ESTATE GROWN
CABERNET SAUVIGNON
NAPA VALLEY
2023




CORONET

LADY LIBERTY VINEYARD
Cabernet Sauvignon
NAPA VALLEY

2023

LLV23
RESERVE

Đồi Đá

Brand Creation (2 Tiers)

US Market

About the Project:

The brand name, Đồi Đá, is Vietnamese for “Rocky Hill” and was inspired by the rock-strewn landscape of the previously undeveloped vineyard site.

DELIVERABLES:

- Logo
- Packaging



ĐỒI ĐÁ

CABERNET SAUVIGNON

YOUNTVILLE
NAPA VALLEY

2024



ĐỒI ĐÁ

CABERNET SAUVIGNON
NAPA VALLEY

2022



Koch Family Vineyards

Brand Creation (2 Tiers)

US Market

About the Project:

Koch Family Vineyards is a new family-owned winery and farm in the Petaluma Gap. Their welcoming locale is a space where people can come to relax with a glass of wine after work, bring their kids to play, and play games while surrounded by gardens and animals.

DELIVERABLES:

- Logo
- Packaging





Lo Duca

Brand Revitalization (2 Tiers)

US Market

About the Project:

Lo Duca Bros. is a Wisconsin-based importer and distributor of fine Italian wines from small, family-owned vineyards. There was a strong opportunity for education about the lesser-known varietals while the frizzantes needed a more youthful look.

DELIVERABLES:

- Logo
- Packaging







LO DUCA

2022

MONTEPULCIANO
D'ABRUZZO

DOC

Patz & Hall

Brand Revitalization (2 Tiers)

US Market

About the Project:

Ste. Michelle Wine Estates came to CF Napa to refresh their Sonoma-based Patz & Hall brand. Elements of the labels and logo had been modified through the years, creating inconsistencies across tiers. The new packaging needed to bring cohesiveness to the brand and include luxury cues while maintaining a differentiated look across tiers.

DELIVERABLES:

- Logo
- Packaging







Kelleher

Brand Revitalization (2 Tiers)

US Market

About the Project:

Kelleher Family Vineyards, situated in the heart of the Napa Valley, came to CF Napa to redesign their identity and packaging to better capture a more contemporary expression and vision.

DELIVERABLES:

- Logo
- Packaging







KELLEHER
ESTATE GROWN
BARI'S VINEYARD
OAKVILLE NAPA VALLEY

Flowers

Brand Revitalization (2 Tiers)

US Market

About the Project:

Huneus Vintners engaged CF Napa to refresh the packaging for their iconic Pinot Noir & Chardonnay brand.

DELIVERABLES:

- Logo
- Packaging
- Print





2016

FLOWERS
Vineyards & Winery

CHARDONNAY
SONOMA COAST



2016

FLOWERS
Vineyards & Winery

PINOT NOIR
SONOMA COAST





2016

FLOWERS

SEA VIEW RIDGE

Estate Bottled

PINOT NOIR

SONOMA COAST

2015

FLOWERS

CAMP MEETING RIDGE

Estate Bottled

PINOT NOIR

SONOMA COAST

2016

FLOWERS

CAMP MEETING RIDGE

Estate Bottled

CHARDONNAY

SONOMA COAST

Kendall-Jackson

Brand Revitalization (2 Tiers)

US Market

About the Project:

CF Napa worked with Kendall-Jackson in reviewing the various consumer segments and the drivers behind their purchase decisions with wine more broadly and more specifically, the Kendall-Jackson offering. Both tiers of wines were redesigned to feel more contemporary, while retaining their core equity elements that have defined the brand since its creation.

DELIVERABLES:

- Logo
- Packaging







KENDALL-JACKSON

Grand Reserve
CHARDONNAY
MONTEREY COUNTY 53%
SANTA BARBARA COUNTY 47%

2015 VINIFER ESTATE
WINE SELECTED FROM OUR VINEYARD ESTATES

KENDALL-JACKSON

Grand Reserve
MERLOT
SONOMA COUNTY

2014 VINIFER ESTATE
WINE SELECTED FROM OUR VINEYARD ESTATES

Paraduxx

Brand Revitalization (2 Tiers)

US Market

About the Project:

For Duckhorn Vineyards' modern Paraduxx brand, the iconic pintail ducks are shown taking flight from the water. As the wines ladder up in tier, the ducks fly higher into the sky. The usage of ducks ties back to the Duckhorn master brand.

DELIVERABLES:

- Logo
- Packaging







Three Tier

PACKAGING PORTFOLIOS

Martin Ray Vineyards & Winery

Brand Revitalization (2 Tiers, Sparkling Offering)

US Market

About the Project:

Martin Ray Vineyards & Winery came to CF Napa to refresh their wine packaging to be more premium in order to compete with big-name wines that have cult-like followings. As a well-known, historical winery, it was crucial that the new design was respectful to the brand's equity elements, history and legacy, yet capture a more contemporary sensibility.

DELIVERABLES:

- Logo
- Packaging
- Print
- Digital










Martin Ray
VINEYARDS & WINERY
BRUT ROSÉ
RUSSIAN RIVER VALLEY
2018


Martin Ray
VINEYARDS & WINERY
BLANC DE BLANCS
RUSSIAN RIVER VALLEY
2018

Sinegal & Details

Brand Revitalization (3 Tiers)

US Market

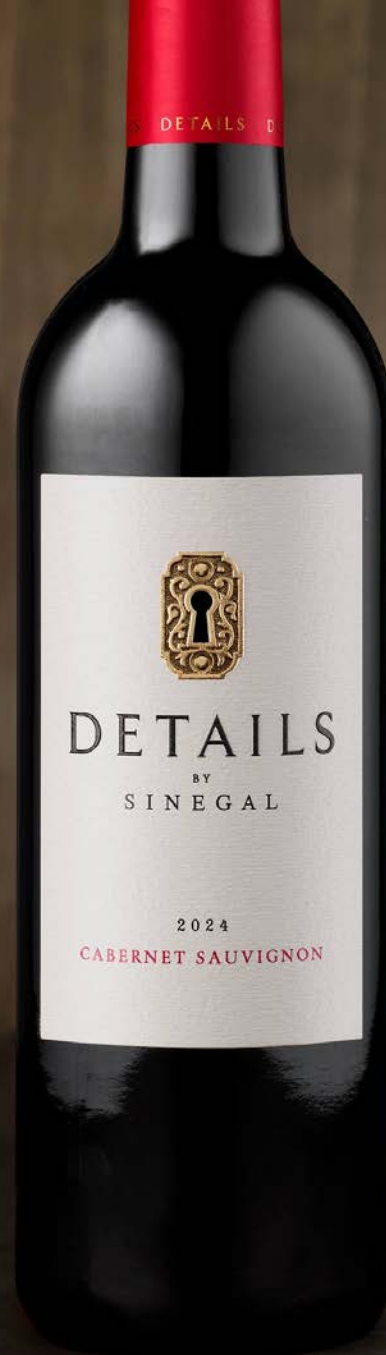
About the Project:

Following the creation of a 2-tier portfolio for Sinegal Estate, we redesigned the Details brand to be the entry level tier into Sinegal.

DELIVERABLES:

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







Revana

Brand Revitalization (3 Tiers)

US Market

About the Project:

Revana Family Vineyard came to CF Napa to refresh their luxury Napa Valley Revana brand. The goal of the redesign was to take a holistic look at the wines, establish tiers that were visually identifiable, and premiumize the design to match the pedigree of the brand.

DELIVERABLES:

- Logo
- Packaging





REVANA

2021

CABERNET SAUVIGNON
NAPA VALLEY



REVANA

2021

ESTATE VINEYARD
CABERNET SAUVIGNON
SAINT HELENA



REVANA

2021

Shifflett Ranch

OAK KNOLL DISTRICT OF NAPA VALLEY



REVANA

2021

Cold Springs Vineyard

HOWELL MOUNTAIN



REVANA

2021

ESTATE VINEYARD
BLOCK 6
ST. HELENA

Turks Head

Brand Creation (2 Tiers + Limited Edition Tier)

US Market

About the Project:

Pennsylvania's Main Line Wine Company has a 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, Turks Head, sourced from vineyards in Napa and Sonoma.

DELIVERABLES:

- Logo
- Packaging
- Marketing



TURKS HEAD

CABERNET SAUVIGNON
NAPA VALLEY
2022



TURKS HEAD

CABERNET SAUVIGNON
NAPA VALLEY
HINE RANCH
2022



TURKS HEAD

RED BLEND

THE SEMI Q

1776 - 2026

Schug Winery

Brand Revitalization (3 Tiers)

US Market

About the Project:

Schug Winery came to CF Napa to restructure and redesign their multiple tiers of wine to support plans for increased distribution.

DELIVERABLES:

- Logo
- Packaging
- Print









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



Stags' Leap

Brand Revitalization (3 Tiers)

US Market

About the Project:

CF Napa was asked to redesign three tiers of the Stags Leap portfolio while maintaining the current brand equity and refreshing the designs to be feel more modern.

DELIVERABLES:

- Logo
- Packaging
- Print





The Hess Collection

Brand Revitalization (3 Tiers)

US Market

About the Project:

The Hess Collection asked CF Napa to redesign the packaging for their Mount Veeder and Napa Valley tiers of wines. The goal was to carry forward many of the brand's equities while restaging the brand to be more premium.

DELIVERABLES:

- Logo
- Packaging







2013



THE
HESS
COLLECTION

ALLOMI / NAPA VALLEY
CABERNET SAUVIGNON

Donald Hess
DONALD HESS



Four Tier

PACKAGING PORTFOLIOS

Flora Springs

Brand Revitalization (4 Tiers)

US Market

About the Project:

Flora Springs came to CF Napa to refresh their multiple tiers of wines. Creating a connective thread while allowing the tiers to maintain their own unique looks.

DELIVERABLES:

- Logo
- Packaging
- Print





FLORA SPRINGS

NAPA VALLEY
SAUVIGNON BLANC

2023





TRILOGY



TRILOGY

NAPA VALLEY

2021

FLORA SPRINGS



FLORA SPRINGS

FLORA SPRINGS



CABERNET SAUVIGNON
HOWELL MOUNTAIN
NAPA VALLEY
2021

Etude

Brand Revitalization (4 Tiers)

US Market

About the Project:

Treasury Wine Estates engaged CF Napa to restructure and refresh their powerhouse brand, Etude. The core product's package needed to reflect the high quality of the wine while providing a design foundation off which the other tiers could build.

DELIVERABLES:

- Logo
- Packaging
- Print





2020
Etude

PINOT NOIR

Carneros

GRACE BENOIST RANCH



Etude

2020

FIDDLESTIX VINEYARD

Pinot Noir
STA. RITA HILLS





Etude

Rutherford - Napa Valley
CABERNET SAUVIGNON

Etude

Napa Valley
CABERNET SAUVIGNON

Angeline Vineyards

Brand Revitalization (4 Tiers)

US Market

About the Project:

Martin Ray Vineyards & Winery came to CF Napa to refresh Angeline Vineyards to communicate the brand's fun, easy going vibe while also expressing the exceptional quality of the wines.

DELIVERABLES:

- Logo
- Packaging
- Digital





Angeline
VINEYARDS

CHARDONNAY
CALIFORNIA

2018

FAMILY OWNED SINCE 1999

Angeline
VINEYARDS

CABERNET SAUVIGNON
CALIFORNIA

2017

FAMILY OWNED SINCE 1999



Angeline
VINEYARDS

CHARDONNAY
MONTEREY COUNTY
2018
RESERVE

Angeline
VINEYARDS

SAUVIGNON BLANC
SONOMA COUNTY
2018
RESERVE



Angeline
VINEYARDS

CABERNET SAUVIGNON
SONOMA COUNTY

2018

RESERVE



Duckhorn Vineyards

Brand Revitalization (4 Tiers)

US Market

About the Project:

Duckhorn Vineyards approached CF Napa with the task of realigning and refreshing their tiers for better differentiation and to position the brand for growth.

DELIVERABLES:

- Logo
- Packaging
- Print





DECOY

Napa Valley

— RED WINE —

2007



DUCKHORN
VINEYARDS



Napa Valley
MERLOT
2007





THE DISCUSSION

The Discussion
NAPA VALLEY



DUCKHORN
VINEYARDS

The Discussion
NAPA VALLEY

2006 | ESTATE GROWN



Five Tier

PACKAGING PORTFOLIOS

Clos du Val

Brand Revitalization (5 Tiers + 2 Anniversary Releases + 1 Wine Club Program + 1 Small Format Program)

US & International Markets

About the Project:

As one of the original wineries of the famed Stags Leap District and an American entrant in the historic 1976 Judgment of Paris, Clos du Val is a Napa Valley legend. CF Napa was tasked to consult on the brand's tiering structure and then refresh the brand logo and packaging--returning the brand to its former status and appropriate pedigree.

DELIVERABLES:

- Logo
- Packaging
- Print
- Digital





CLOS DU VAL

2020

RED BLEND

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





CLOS DU VAL



NAPA VALLEY

2021
SAUVIGNON BLANC

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

CLOS DU VAL



NAPA VALLEY

2021
ROSÉ of CABERNET FRANC

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



NAPA VALLEY

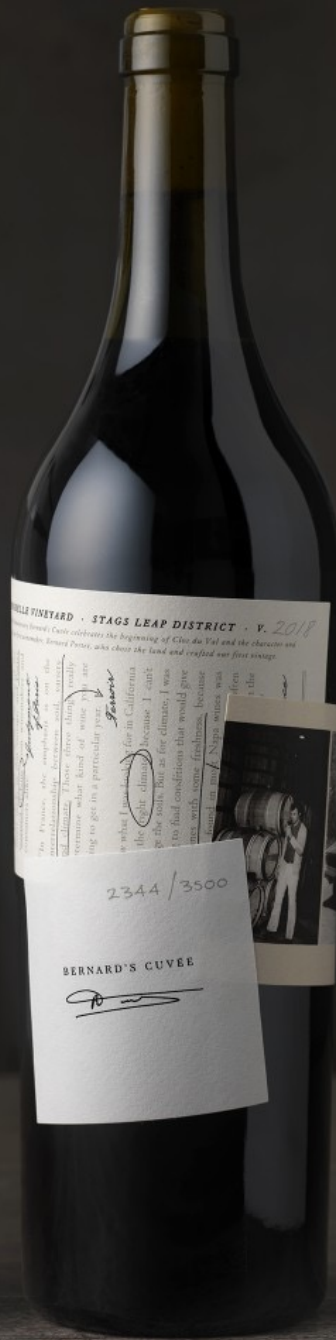
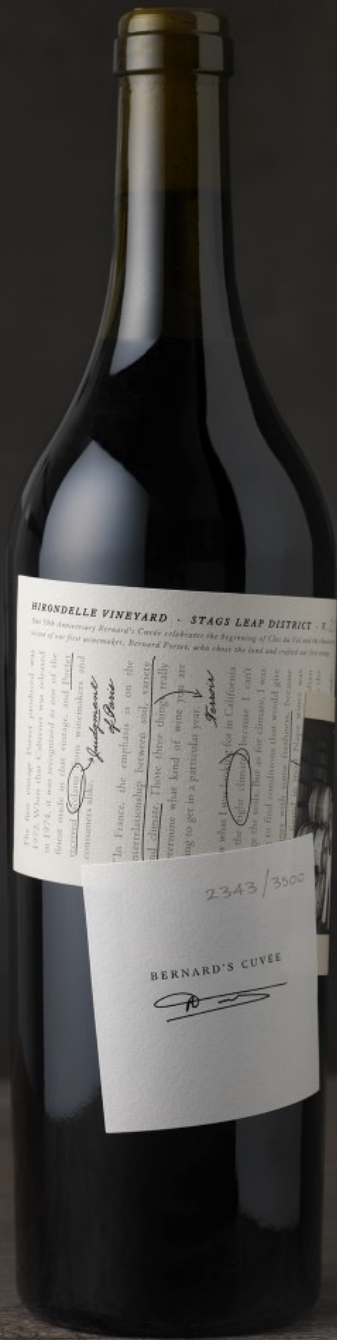
2019

CABERNET SAUVIGNON

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















Chehalem

Brand Revitalization (5 Tiers)

US Market

About the Project:

Chehalem came to CF Napa to develop a more premium and clear expression of the brand with a focus on differentiation between their multiple tiers of wines and their respective price points.

DELIVERABLES:

- Logo
- Packaging









CHEHALEM

Estate Grown

RESERVE CHARDONNAY
DUNDÉE HILLS

VINTAGE 2017 CASE PRODUCE 250

CHEHALEM

Estate Grown

RESERVE PINOT NOIR
RIBBON RIDGE

VINTAGE 2017 CASE PRODUCE 500



Wente Vineyards

Brand Revitalization (5 Tiers)

US Market

About the Project:

Over the past 14 years, Wente Vineyards has leaned on CF Napa to enact strategic, evolutionary changes to consistently push the brand in a more modern, premium position.

DELIVERABLES:

- Logo
- Packaging





WENTE
VINEYARDS

ESTATE  GROWN

Morning Fog
CHARDONNAY
LIVERMORE VALLEY
2018

WENTE
VINEYARDS

ESTATE  GROWN

Southern Hills
CABERNET SAUVIGNON
LIVERMORE VALLEY
2018



WENTE
VINEYARDS



CHARDONNAY
ARROYO SECO • MONTEREY
RIVA RANCH VINEYARD
2017

ESTATE GROWN

WENTE
VINEYARDS



CABERNET SAUVIGNON
LIVERMORE VALLEY
WETMORE VINEYARD
2016

ESTATE GROWN



2017

WENTE
VINEYARDS

ZINFANDEL
LIVERMORE VALLEY

Limited Release







Mira Winery

Brand Revitalization (5 Tiers, 2 Specialty offerings)

US Market

About the Project:

Mira Winery originally came to CF Napa to establish the packaging design for their Stags Leap District tier. This engagement has grown over the last decade to include a refresh of all their wines, establishing new tiers, and developing specialty products.

DELIVERABLES:

- Logo
- Packaging
- Print
- Digital






MIRA

NAPA VALLEY
CHARDONNAY

2017


MIRA

NAPA VALLEY
SAUVIGNON BLANC

2017



MIRA

YOUNTVILLE
CABERNET SAUVIGNON
NAPA VALLEY

2016




MIRA
NAPA VALLEY
CHARDONNAY
2011


MIRA
NAPA VALLEY
CABERNET SAUVIGNON
2012





MIRA



SCHWEIZER VINEYARD

NAPA VALLEY

STAGS-LEAP DISTRICT

2012

CABERNET SAUVIGNON

Six Tier

PACKAGING PORTFOLIOS

Baldacci Family Vineyards

Brand Revitalization (6 Tiers)

US Market

About the Project:

Baldacci Family Vineyards came to CF Napa with the task of redesigning and restructuring their brand's tiers of wine. The design needed to capture a more premium expression of the brand while leveraging the brand's multigenerational equities and classic, old world feel.

DELIVERABLES:

- Logo
- Packaging





Baldacci
FAMILY VINEYARD



Baldacci

FAMILY VINEYARD

BALDACCIO
A NAPA VALLEY FAMILY
TRADITION SINCE 1998

PINOT NOIR
CARNEROS | NAPA VALLEY
ESTATE GROWN

2019

Baldacci
FAMILY VINEYARDS



Baldacci

FAMILY VINEYARDS

— ESTATE GROWN —

STELLA KNIGHT VINEYARD

DIAMOND MOUNTAIN DISTRICT

NAPA VALLEY

CABERNET SAUVIGNON

2018





Baldacci
FAMILY VINEYARDS



Baldacci
FAMILY VINEYARDS

BALDACCIO
A NAPA VALLEY FAMILY
TRADITION SINCE 1998

FRATERNITY
RED BLEND

NAPA VALLEY

2018





BRENDA'S VINEYARD

CABERNET SAUVIGNON
STAGS LEAP DISTRICT
NAPA VALLEY

ESTATE GROWN

2017



Thank You

FOR MORE INFORMATION, PLEASE CONTACT:

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MY BLOG:
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