

Designing Eye-Catching Wine Labels

Winery owners looked to Label Works for their expertise in designing eye-catching, beautiful labels.

Customer Situation

Bucca Villa Winery is a new winery that was preparing to release its first wine. The owners had a concept of what the artwork would look like but had not selected a stock, label size, printing process or finished look. Looking for assistance, Bucca Villa turned to Label Works to help create a label that would capture the spirit of the wine.

Solution

Based on the artwork provided, the Label Works representative provided several label die lines to Bucca Villa to help them decide on the size of the label. The representative also recommended using a silver foil stock to give dimension to the water and the sunset and to print the label in four color process plus white for the text. The customer agreed with the suggestions given and placed the order.

The owners of Bucca Villa were pleased with the recommendations that Label Works provided as well as the finished product's quality and cost. The use of the silver foil added a new dimension to the labels without adding an additional cost such as hot stamping or cold foiling would have. Because the labels were printed in four color process, the customer was also able to take advantage of Label Works' low minimums.

Label Works demonstrated its Value Proposition of being a "marketing and sales resource" for this customer; what can they do to help you?



Surveys indicate that 90% of consumers selected a wine based on the label appearance.