



ADD A  
**LITTLE *merry***  
TO YOUR MERLOT  
ONE **LABEL** AT A TIME



## IDEAS & OPPORTUNITIES

- Set the tone for holiday parties and virtual get-togethers by adding a seasonal and festive label to your wine bottles.
- Create shimmering snowflakes and shiny ornaments with holographic foils or metallic label stocks.
- Adding a matte lamination is like wrapping your wine in a soft and cozy blanket. The touch and feel of the label can set the mood for a relaxing evening in front of the fire.
- Creating seasonal labels isn't magic — no silk top hats are needed to bring them to life. It's as easy as reducing your current artwork and adding festive borders, snowflakes or colorful lights.

Looking to give the gift of wine this year? Personalize your labels with the recipient's name using variable data.

**Be creative and spread good cheer at the same time. Update your labels for the holidays with messages of celebration and warmth.**