



Design Cents  
CF Napa Brand Design  
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Modern wine labels are alluring, seductive; they beckon us. To unmask their secrets we sought out expert David Schuemann, owner of CF Napa Brand Design, branding specialists to the Who's Who of wine. "Our business is about selling wine. It is not purely decorative design," David explained.

A wine label must compete for your attention. Its rivals are legion and fierce. In the shop a label may catch only a fleeting glance from you. In that second, it has plenty to do. It must be noticed. It must "invite trial." If touched, quality must jump out, instantly.

One of CF Napa's design goals is to make a bottle look and feel about \$10 more than its price. The name is important too. Wine names can be hard to remember. Picking one that is easy to pronounce (how good is your French and Italian?) is critical for promoting future sales.

A label's work is never done. It must entice us in restaurants as well. What wine are they drinking at the next table you ask? According to Schuemann, a well-designed label must be recognizable from 10 to 30 feet in dim light. Knowing what others are enjoying gives wine consumers a chance to ask their waiter about the bottle. One more edge in the constant battle for your wine dollar.

Ultimately the wine itself must do the convincing. But next time you are in the store, take time to think about how bottles speak to you. It will add to the magic of enjoying the complete wine experience.

The four CF Napa designed wine labels and caps pictured above that spoke to us are:

- 2005 Roots Run Deep Winery, Educated Guess, Napa Valley Cabernet Sauvignon
- Perception Wines, Russian River Valley Zinfandel and Pinot Noir
- 2006 Monogamy Wines, North Coast Cabernet Sauvignon
- 2002 Ehlers Estate, St. Helena Cabernet Sauvignon 1886

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