

# BRANDNEWS



## COOLHURST VINEYARD ENGLISH SPARKLING WINE ENGLAND

Coolhurst Vineyard, owned and managed by the Scrase Dickins family, tasked Studio Parr with bringing to life a brand that builds on seven generations of family heritage. Studio Parr were inspired by a wealth of history, elevating the family crest to the heart of the brand, which was intricately handcrafted by the late Geoff Appleton. The quality of the wine and the family's aspirations for the brand, demanded an extra special bottle design; the label intricately embossed, creating an ultra-tactile finish that sits beautifully in the hand.

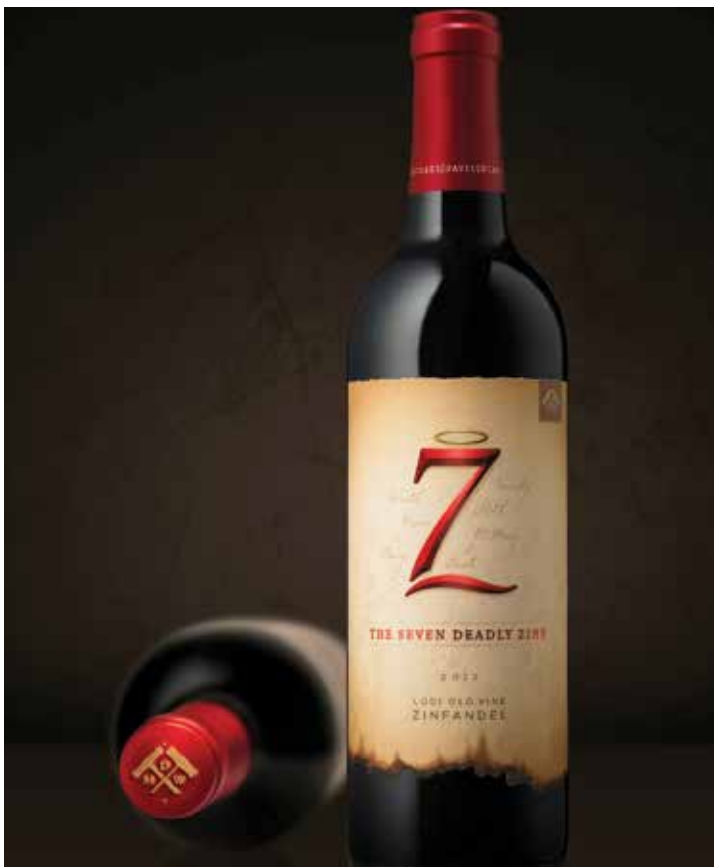
"It's a very rare opportunity to bring to life a family's history and story that has never been told before. From the outset, we knew this bottle needed to be the most beautifully crafted piece of design. This is one of those projects that you have to see and feel to believe it's true."

*"From the initial concept, we had Multi-Color in mind. Technically, we knew it was going to be a challenge, maximising the impression in such a small space; Multi-Color pulled out all the stops as usual, providing the support and expertise to achieve these results."*

*Will Parr, Creative Director.*

**Design: Studio Parr**

**Printer: Multi-Color England**



## THE SEVEN DEADLY ZINS by MICHAEL DAVID WINERY LODI, CA

Michael David Winery have been producing their flagship wine, 7 Deadly Zins, for nearly 15 years. The wine has won numerous accolades from across the country, and it is also America's number one selling Zinfandel.

The key challenge presented in the 7 Deadly Zin's label refresh was to elevate the brand's design to better reflect the quality of the wine. The new label utilizes a custom die cut in combination with a 'burn texture' to accentuate 7 Deadly Zin's irreverent name and sinful personality. The brand-mark was then separated from the word-mark to make it more iconic and increase shelf impact.

*"In collaboration with Multi-Color we were able to get this label printed as it was originally intended. This is a complex design and with our direction, Multi-Color delivered exactly what we asked for."*

*Paul Munoz, Marketing Manager, Michael David Winery.*

**Design: Voicebox**

**Printer: Multi-Color Napa**

**CANON 13 by STE. MICHELLE  
WINE ESTATES**  
WASHINGTON STATE, USA

Canon 13 wines are hand crafted in the Santa Lucia Highlands, California's premier appellation famed for its award-winning wines.

The elegance and energy of this brand comes to life through the circular label, printed on Killer White uncoated paper. The label features a collection of sculpted emboss and bronze foil icons that represent the founding elements of California - the mission bell, palm trees, cooling winds, the dove and vines. The screen varnish gives the label a gloss finish, which glows on-shelf, much like the sunny skies of California.

*"At Canon 13, we pursue a singular canon - to make great wine. Many thanks to Multi-Color for helping our team reflect that vision in our label. Multi-Color delivered an exceptional product at a competitive price and was a pleasure to do business with."*

*Kelsey Henry, Marketing Manager at St. Michelle Wine Estates.*

**Design: Doubleknot Creative  
Printer: Multi-Color Napa**



**3.0 by MAZZETTI D'ALTAVILLA**  
ALTAVILLA MONFERRATO (AL)

3 sisters under 30, 3 personalities, 3 times to enjoy. 0 kilometers and environmental impact thanks to renewable and natural resources. The numbers mark the new journey of 3.0 Grappa by Mazzetti d'Altavilla. Highly communicative spirits speak to the senses and the soul, with spontaneously honest and lovable bouquets.

*"In these Grappas the 'dress' is only the first element of attraction with its reference to the different shades of a 'green' lifestyle, and the symbols of a very magnanimous environmental landscape,"* said Silvia Belvedere Mazzetti, Sales Manager Mazzetti d'Altavilla.

*"3.0 offers an image of nature expressed in the appealing label printed by Multi-Color Italy, in which one can appreciate the natural origins of Grappa."*

*Elisa Belvedere Mazzetti, Communication Manager Mazzetti d'Altavilla.*

**Design: Massimo Gastini  
Printer: Multi-Color Italy**



**SYNCLINE**  
PACIFIC NORTHWEST

Syncline, a family-owned boutique winery, is intimately connected to the land and respectful of its unique attributes, which is why it made sense to turn their signature label into a topographical map, honouring the terroir.

Digitally printed on uncoated felt paper, a flood matte varnish softens the tone, accentuating the tactile elements of the label. The deep cut of the debossed valleys is subtly highlighted by a four-color process shadow, enhancing the three-dimensional effect; an excellent example of simple elegance with stand out appeal.

*"Planning the intricate details for our boutique brand update between our designer and the Multi-Color team of specialists was professional and straightforward. Their knowledge aided us in manifesting our vision into a reality. We are thrilled with the quality of the results."*

*Poppie Mantone, General Manager and Co-Founder of Syncline Wine Cellars.*

**Design: Bill Owens  
Printer: Multi-Color Napa**

## PETER LEHMANN THE BAROSSAN

BAROSSA, SOUTH AUSTRALIA

The Barossan - a label that is true to the values of Peter Lehmann the man, a legend in the Australian wine community and a man of the Barossa through and through. The brief was to create a label that is quintessentially Barossan; that visually represents both the region and the character of Peter Lehmann. The discovery of old leather bound tasting notes became the inspiration for the leather look label, with the colours and texture of rich Barossa earth. A label that speaks of craftsmanship across the decades.

Printed on uncoated cotton paper, this tactile label is brought to life through a combination of leather effect varnish, gold foil and de-bossing.

*Design: The Key Branding*  
*Printer: Multi-Color Australia*



## NEDERBURG

### TWO CENTURIES

PAARL, SOUTH AFRICA

A celebration of two centuries of skill, tradition and heritage, Two Centuries forms the apex of the multi-tiered range of wines produced by Nederburg. The single-vineyard offerings, made with the famous winery's hallmark combination of fruit and finesse, deserved an outstanding label presentation.

High recycled content uncoated paper carries the classic design cues and deep debossing, while the bronze foil embellishment communicates additional value with a sand-blasted Foil Art™ effect.

*"This label really is a first for Nederburg, and just goes to show why we always come to Multi-Color for something special."*

*Lynne Liang, Product Development: Wine, Distell.*

*Design: Anthony Lane Design*  
*Printer: Multi-Color South Africa*



## 11 MINUTES by PASQUA

### VIGNETI E CANTINE

S. FELICE EXTRA (VR)

11 Minutes is the new rosé from Famiglia Pasqua. The name refers to the duration of the skin contact and pressing of the grapes. Butterfly wings in the label background reflect the delicate notes and elegance of this wine. The grapes come from the exceptional vineyards located on the beautiful shores of Lake Garda, between Sirmione and Bardolino.

*"This idea has been perfectly transposed and developed by our trusted graphic designer Cristiano Ambrosioni, and through the collaboration with Multi-Color Italia."*

*The refinement of the materials, the accurate printing performance as well as the braille and the particular die-cutting execution, have made this packaging a real work of art."*

*Riccardo Pasqua; CEO at Pasqua Vigneti e Cantine.*

*Design: Studio Grafico Ambrosioni*  
*Printer: Multi-Color Italy*



## MACALLAN 15YO GRAN RESERVA SCOTLAND

The Macallan Gran Reserva 15 Years Old has been matured exclusively in sherry seasoned oak casks. It is these exceptional casks that transform the fruity and full bodied 'new make' spirit into this exclusive release of a classic single malt.

White uncoated paper combines with tactile varnish and screen high build, delivering contrast between the upper and lower areas within the label.

*"The Macallan Marketing Team were delighted with the print quality for their new label set. This pack is being marketed as a standalone luxury pack and is imperative we deliver a quality pack that entices the consumer to buy. Multi-Color exceeded our expectations on label quality, but just as importantly delivering within a tight time-frame."*

*Barry MacLean, Packaging Technologist.*

**Design: Art Department  
Printer: Multi-Color Scotland**



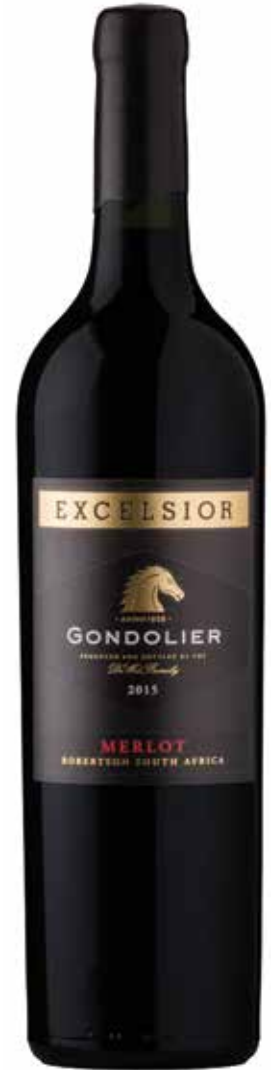
## EXCELSIOR ESTATE RESERVE ROBERTSON, SOUTH AFRICA

When family-owned Excelsior Estate recently upgraded its Reserve Range for a more premium look and feel, they again turned to Multi-Color to produce the new range. Celebrating the estate's illustrious history with thoroughbreds, each varietal honours a champion race-horse. Produced on textured uncoated paper, layered offset inks create a chalkboard matt effect that contrasts beautifully with the foil embellishments.

*"With a legacy tied to horses that arrived on the estate as far back as 1913, this wine was always meant to stand out. We are excited to share with you that the brand has been recognized as exceptional."*

*Peter De Wet, Owner.*

**Design: Haumann Smal Design  
Printer: Multi-Color South Africa**



## HA'PENNY DUBLIN DRY GIN ENGLAND

Ha'penny Gin is an Irish gin that draws inspiration from Victorian Dublin and the flora found in the walled gardens within Phoenix Park. The botanicals include blackberries, lavender, geranium and dandelion flowers, as well as traditional juniper. This gin is named after Dublin's famous Ha'penny Bridge and the label takes its inspiration from some of the design details found on the Victorian ironwork of Dublin's famous landmark.

The Ha'penny label utilises highest quality finishes including detailed foil, high build screens and embossing to create texture and depth, printed on cotton uncoated paper for improved colour that creates contrast with the burnished gold foil.

*"Ha'penny Dry Gin Label was a product on a tight timeline so the challenge was to maintain the delivery schedule without impacting label quality. Our continued relationship with Multi-Color and the skill set of their staff saw great advice offered on print and finish. All our expectations were met both in terms of delivery and quality and you can't ask for anything more than that!"*

*Richard Ryan, Drinksology.*

**Design: Drinksology  
Printer: Multi-Color England**



## TAYLORS RUGBY MAGNUMS

CLARE VALLEY, SOUTH AUSTRALIA

Taylors Wines has created a limited edition magnum of Clare Valley Shiraz incorporating a rugby ball inspired label to celebrate their partnership with Australia's rugby team, the Wallabies. This label resembles a rugby ball in both look and touch. Extensive print trials were required using multi-layered custom varnishes and textured screens to create the rugby ball like surface and feel.

The magnum is superbly presented in a gift box, with a unique pictorial element on the inside sleeve, depicting members of the team singing the Australian national anthem. With only 500 produced, this magnum is extremely limited and is sure to become a much sought after collector's item for enthusiasts of both great wine and rugby.

*"The commitment of Multi-Color to tackle this project - something that has never been done before - was key to its success. The result is just brilliant."*

Pieter Klein, New Product Development Manager, Taylors Wines.

Design: Graydesigns

Printer: Multi-Color Australia



## TENNENT'S CALEDONIA PREMIUM BOTTLED ALE RANGE

SCOTLAND

Having established its place as one of Scotland's best premium beers in the on-trade, the challenge was to carry this over to the packaging for the off-trade product and further grow brand awareness. Using a tactile uncoated paper, the brand elements were translated to a three-part label set on an amber 660ml bottle. Custom label shapes accentuate the angles of the bottle, while bright silver foil details contrast against the blue Heverlee colour palette to elevate the brand mark. Once in the hand, tactile varnish creates texture and interest for the consumer, taking the experience from purchase to point of consumption.

*"Since the launch in 2013, the brand has grown in popularity amongst drinkers so the time is perfect to bring out a 660ml bottle and give consumers the chance to enjoy Heverlee at home. The design and print execution has delivered great shelf stand-out helping to illustrate the products premium Belgian credentials."*

Rhona Fyfe, Brand Manager.

Design: Steven Bonner, D8

Printer: Multi-Color Scotland



## FORGE BEERSMITH

PAARL, SOUTH AFRICA

The Forge Beersmith brewery is a new craft venture located in the heart of the Cape winelands. Their first recipe, an easy drinking lager, has an interactive label with an Augmented Reality feature to engage consumers. To reinforce the design intention, Multi-Color recommended a metallised substrate, and helped troubleshoot the AR feature, ensuring best outcomes for the new brand.

*"To kick-start any business is hard work, not to mention taking on an industry that you have no experience in. We are very thankful for the excellent service that we received from Multi-Color. Their efficient and informed staff just made everything run smoothly. The processes were explained in detail and we were informed of progress every step of the way. We can truly recommend working with them. Thanks MCC!"*

Melt Loots, General Manager/Brewmaster.

Design: Net Media Planet  
Printer: Multi-Color South Africa



## EDEN MILL GIN LIQUEURS SCOTLAND

After five years of brewing and distilling, Eden Mill have conquered the art of beer, gin and whisky. The next project was to enter the wonderful category of liqueurs. Eden Mill's distillers had the chance to experiment with their favourite flavours and after numerous taste tests and tinkering, they have made something incredible.

*"We've put together three liqueurs, each one completely unique and entirely delicious, in our unique slim swing, top bottle. Multi-Color assisted in the design process with complete professionalism to ensure we received the highest quality label that reflected the desired design."*  
Shona Daly, Head of Marketing.

**Design:** Made Brave  
**Printer:** Multi-Color Scotland



## RUSDEN SANDSCRUB BAROSSA VALLEY, SOUTH AUSTRALIA

"Four years in barrel. Four years in bottle. Eight years in the making," is Rusden's catch cry for this remarkable Shiraz released as an eight year old wine.

Sandscrub was the description given to the land in and around the area on the central eastern Barossa Valley region. The soil is coarse white sand over clay providing great water holding capabilities, perfect for dry grown vines with great consistency year after year. Known to the family as the 'Top Block Shiraz', it is their oldest and greatest patch of Shiraz.

Printed on textured uncoated paper, the label combines silver foil and spot screen in a bold and communicative style that exudes class and elegance. Individual bottle numbering reaffirms the limited availability of this special release.

**Design:** Jodie Kunze Graphic Design  
**Printer:** Multi-Color Australia



## LIBERADO by ARTERRA WINES CANADA SPAIN

The motivation behind the Liberado design was to create a Spanish label that would push the look of conventional labels, evoking the rebellious spirit of Spain.

Tarsila Schubert, the artist behind the design was born in Bauru, Brazil. She develops her paintings inspired by music, nature, spirituality, the human mind and Brazilian life. Her images jump to life with the use of foil, debossing, embossing and contrasting screen and satin varnishes on Killer White uncoated paper.

*"We felt we had a great label design from early on in this project. Then working as a team with Multi-Color, the Liberado label turned out even better than we imagined. Our team is very excited to launch this new wine."*

Scott Starra, Marketing Director New Product Development, Arterra Wines Canada.

**Design:** Katerina Kopanygin  
**Printer:** Collaboration Multi-Color Montreal / Multi-Color Spain



We greatly value your views on any of the articles in this newsletter and any other issues in relation to your packaging. Please contact us as below or via our website.

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