

Bromley by Wolf Blass: Regional South Australia

Design: David Bromley **Printer:** Multi-Color Australia

Wolf Blass and acclaimed artist David Bromley have joined creative forces to release a stunning new wine series. 'Bromley by Wolf Blass' is a celebration of two South Australian identities that are innovators in their fields – Wolfgang Blass in wine and David Bromley in art. Inspired by Wolfgang's world-famous wines and Bromley's most coveted collections, Bromley by Wolf Blass strikes a harmonious balance between pleasing the eye and the palate.

Multi-Color's digital print technology brought Bromley's art to life with perfect colour rendition. High build screen, gun metal foil, de-boss and pearlescent varnish complete these vibrantly stunning labels.

The collection will feature some of Bromley's most recognised art on the labels – providing the opportunity to buy into both the art and wine.

"Both wine and art bring such joy to people's lives; this is a collaboration in the truest sense and I'm thrilled with the result – a range of premium, beautifully packaged wines which make wonderful gifts or statement pieces for your home."
David Bromley.



Spier Arts Collection Stellenbosch, South Africa

Design: SOIL Design **Printer:** Multi-Color South Africa

The Spier Arts Collection is a range of eight wines celebrating the 120th birthday of Danish retailer Coop, as well as the era-defining work of four contemporary South African artists, including this bold image from Mohau Modisakeng.

The design uses clean white space to create a 'gallery' impression and accentuate the artworks above all else. Multi-Color recommended using KillerWhite™ uncoated paper for maximum shelf stand out and produced the illustrations in duotone to increase visual impact. The yellow banner on the label was layered with a spot gloss varnish to create a subtle visual lift. The labels were the last of many packaging elements to be produced, which implied careful colour matching across different materials.

"Spier is committed to showcasing and supporting contemporary South African art. It was therefore vital that the label could do justice to the artworks. This was not an easy feat, but we achieved this through hard work and perseverance together with a dedicated Multi-Color team."

Annebelle Schreuders,
Marketing Director, Spier Wines.



Benham's Gin by Graton Spirits Sonoma County, California

Designer: Stranger & Stranger **Printer:** Multi-Color Napa

Graton Spirits produces unique, distinctive spirits in the artistic West Sonoma County town of Graton that reflect founder Derek George Benham's desire to innovate and tinker.

Working with Stranger & Stranger, Graton Spirits aimed to create a packaging design that captured the unique vibe and beauty of their West Sonoma County location.

They drew inspiration from Pacific Ocean sea glass for their custom turquoise bottle, and reference their beautiful still with the copper on the label and the neck band. The neck band is printed on metallic paper with emboss, to match the stopper's texture and color appearance. The body label's foil, emboss, deboss and ink work together to highlight the different pieces of artwork that inspired the label design and pay tribute to the local folk artists.

"It was a pleasure working with Multi-Color in translating such a complex, unique and multifaceted label design into a stunning label that sets us apart from the competition and stands out on the shelf. We've had great success out of the gate in the market and a tremendous response to the package design."
Lisa Ehrlich, EVP Graton Spirits.



Castel Firmian Nerofino by Nosio SpA Mezzacorona Mezzacorona, Trentino, Italy

Design: Doni & Associati
Printer: Multi-Color Italy

Nerofino has an authentic, deep rooted story. It is a journey through time of the most precious nature through a unique piece of land in Trentino; the Piana Rotaliana. Nerofino has historical origins in the Piana Rotaliana; this was the name by which a wine made from Teroldego was called before 1800. This is why the symbol of the Nerofino is a pergola vineyard with very deep roots, expressing energy, imagination, and a strong and noble soul. This history is depicted on beautiful textured uncoated paper, with stunning de-boss and spot high build screen.

"Multi-Color Italy gave us the most impressive support in the first production: the quality and the preciousness obtained with the debossing, colour nuances and the varnish on the natural paper are outstanding."
Barbara Darra, Global Marketing Manager.



True Myth by Niven Family Wine Estates Edna Valley, California

Design: Makers and Allies
Printer: Multi-Color Napa

The inspiration for the True Myth Cabernet Sauvignon label came from the essence of the brand as a whole, Mother Nature. Makers and Allies incorporated a hand drawn interpretation of Mother Nature engulfed in butterflies, which is a familiar icon for True Myth wines.

"Working with Multi-Color was crucial to the success of this label. There were many variables and getting the proper balance of color between the background and foreground. It was quite a challenge, but was executed perfectly. The addition of spot varnishes added the perfect pop to the butterflies on the label. The end product is a beautifully engaging label that would not have been possible without the help of the team at Multi-Color."
John Niven, Niven Family Wine Estates.

"Multi-Color consistently goes above and beyond to provide high levels of service to us and our clients. Multi-Color was able to create a perfect spot varnish, which contributed to the high quality feel and exceptional shelf-presence of the package."
Makers and Allies.



Hardy's Bin Series by Accolade

Design: Drink Works **Printer:** Multi-Color England

"Accolade have embarked on a programme of brand enhancement over the past few years and new innovations are key to our hunger for innovative packaging. With the Hardy's Bin Series re-design, the Accolade marketing team held a series of pre-production meetings with Drink Works and Multi-Color on the best way to achieve a high level sculptured foil and emboss effect. Multi-Color Daventry's embossing solution was the only answer to this demanding brief and we are absolutely thrilled with the results." Lucy Ramsay, Accolade Brands Controller.

'At first glance, the Bin Series labels look simple – brightly coloured backgrounds, minimal print and lots of gold foil. However, the fantastic shelf standout achieved was through Multi-Color's sculptured emboss technology, which gave the foil a truly 3D appearance, and executed the unique delicate antiques effect beautifully, helping it jump off shelf and deliver great tactility in hand. The diligent and careful pre-production liaison was crucial to the project's success, and also in completing one of the fastest press approvals I've ever attended.'
Leyton Hardwick, Drink Works Creative Director.



Food Truck by Fourth Wave Wines McLaren Vale, South Australia

Design: Woodscannon
Printer: Multi-Color Australia

Food Truck Wines, created by Nicholas Crampton and winegrower Jim Zerella, are varietal wines perfectly matched to the cuisine and lifestyle of Australia. These vibrant labels capture the essence of the food truck movement; outdoors, vivacious and fun. The retro food trucks deliver a sense of nostalgia, while celebrating the revival of the food truck movement.

Created in conjunction with the visionaries at Woodscannon the concept brief was to keep it bright, colourful, and tasty. The concept was dishd up with impressive metallic effects and vivid colours that are impossible to overlook.



Lynch Family Vineyard Cabernet Sauvignon by Bennett Lane Winery Napa Valley, California

Design: Michelle LeBlanc Printer: Multi-Color Napa

The most coveted label at Bennett Lane Winery is the Lynch Family Vineyard Cabernet Sauvignon. Sourced from the Estate vineyard in Calistoga, this wine is made in extremely small lots and displays the finest efforts of each vintage. The wine is adorned with an authentic Roman denarius coin depicting Bacchus, the god of wine, paying homage to wine and its history in ancient Rome.

"We are thrilled with our partnership with Multi-Color on our Cabernet Sauvignon labels. Our embossed ancient Roman coin has proved over the years to be difficult to replicate on our wine labels, and Multi-Color has been able to consistently re-create this coin year after year with great precision. This Roman coin is an integral part to our brand story and creates such elegance and depth to our label, and our partnership to have this printed accurately is extremely valuable."

Stephanie Longton, General Manager, Bennett Lane Winery.



Le Marais by St Leger Constantia, South Africa

Design: Manifesto Design
Printer: Multi-Color Australia

In the 18th and 19th centuries, the Constantia Valley was renowned for its dessert wines, which were drunk by aristocracy, and became highly sought after by royal courts throughout Europe. This wine style was coveted in eighteenth-century French royal courts, so the Le Marais label pays homage to the elaborate and somewhat outlandish ornamentation of hair and clothing at the time.

Tasting notes are often very descriptive, so the fruit and flowers depicted in the lady's head-piece allude to the perfumed floral notes and ripe fruit flavours that feature in the wine. The Protea, the national flower of South Africa also appears in the bouquet as a reference to the wines origins.

The label is digitally printed on plush, textured paper, and embellished with gold foil accents on the brand, with high build screen adding further tactility to this decorative label.



"Multi-Color achieved the precise detail in the foiling on the Le Marais labels and went out of their way with digital print trials to ensure the colours and fine details in the illustration looked beautiful, and exactly as the client and I had envisaged."

Luisa Rheinlander, Director, Manifesto Design.

Dry Town Vodka & Gin by Old Elk Distillery Fort Collins, Colorado, USA

Design: BrandtBrand
Printer: Multi-Color Napa

Dry Town, a new line of handcrafted Vodka and Gin, is inspired by the 73-year prohibition in Fort Collins, Colorado. From 1896 - 1969, Fort Collins was a dry town and relied on bootleggers for its libations. After a hard day's work, the farmer, the banker, the mill worker - they all had to sneak around to get a sip of the good stuff.

Dry Town credits the city's rebels who continued to craft and share the finest liquid libations - even in the face of adversity.

The digitally printed label features brand cues that reference the years of prohibition, and is adorned by a resin 'wax seal' adding a further dimension to the package.

"Multi-Color has been a great partner in bringing our brand story to life through the design of our unique label, particularly our FC Co resin seal - an homage to the outlaws."
Bill Lovell, General Manager, Old Elk Distillery.



Archie Rose Tailored Spirits Sydney, Australia

Design: Squad Ink **Printer:** Multi-Color Australia

Archie Rose Distilling Co. is the first independent distillery of craft spirits in Sydney in over 160 years. The ambition of any spirit brand is to offer something identifiably unique to the consumer. Creative agency Squad Ink worked with the team at Archie Rose to create a world first digital platform where curious spirit lovers can customise their own single bottle - from their phone or tablet. This innovative offering bridges the gap between the distiller and consumers by empowering them with more choice and greater accessibility than ever seen before.

"Currently, the spirits available to be tailored are gin, vodka and whisky. You can customise the intensity of each flavour and personalise the bottle with your name. If you're gifting these, you can add your lucky mate's name to the label," said Will Edwards, Founder and Managing Director.

The digital print solutions offered by Multi-Color bridged the dynamic and variable aspects of the consumer engagement with premium labels consistent with the Archie Rose brand cues.



Zululand Distilling Co. Tapanga Rum Kwa-Zulu Natal, South Africa

Design: Parsons Branding **Printer:** Multi-Color South Africa

Set amongst the gently rolling hills of Kwa-Zulu Natal, on the east coast of South Africa, the Zululand Distilling Company produces small-batch premium Rhum Africole from its own estate sugarcane. The label design reflects the endless summers and sultry air of this region, with palm fronds and leopards featuring prominently. Uncoated substrate contrasts beautifully with the foil and silkscreen details, supporting the authentic brand story.

"The attention to detail and outstanding professionalism that Multi-Color delivered on the day of our print pass is a testament to the genuine passion they have for the business. The quality of the final product was nothing short of exceptional and we look forward to working with their team again!"

*Craig Parsons,
Chief Creative Officer.*



Ginerosity by Pickering's Gin Summerhall Distillery, Edinburgh, Scotland

Design: Dave Mullen, Story UK Limited **Printer:** Multi-Color Scotland

We all love a good gin. But a gin that does good? That would be a first. And here it is: Ginerosity. A social enterprise gin whose profits are poured back into projects to help disadvantaged young adults in the UK and abroad.

"We believe Ginerosity will succeed because it is built on a strong and sustainable business model. Its branding makes it highly desirable. But we are also driven by a social mission that gives people a compelling reason to buy, again and again," said Matthew Gammell.

Pearlescent material was chosen at the design stage to maintain a premium metallised effect without compromising on embellishments.

"When creating Ginerosity it was important to have a premium product that would stand out in the highly competitive gin market and have shelf appeal. We believe that the beautifully designed and produced label showcases the premium product perfectly."
Matthew Gammell, Director.



Berg River Brewery: Paarl, South Africa

Design: Tertia du Toit Gallery & Studio **Printer:** Multi-Color South Africa

Berg River Brewery is aptly anchored on the banks of the Berg River that runs through Paarl. With a retro-futuristic branding approach that extends from the tap-house to the labels themselves, they aim to put the art back in artisan. Authentically crafted beers coupled with visually tempting steampunk style labels has awarded them with an instant, proudly local following. Multi-Color's offset printing technology did justice to the finely-detailed illustrations that are central to the designs.

"All artists find it imperative that the integrity of their original artwork is not diminished through the process of printing. Multi-Color shares this vision enthusiastically with a mission of keeping designers in the loop with their innovative technology. With their unmatched expertise and support we were able to craft perfect labels!"
Tertia du Toit, Designer.



Onward Wines Napa: California

Design: Mary Anne Lauby **Printer:** Multi-Color Napa

Onward Wines produce small volumes of single vineyard wines. Onward takes its name from the small wooden boat that is represented on the label. On a boat's stern it is customary to list the boat's point of origin, and fittingly the Onward label uses this space to honor the vineyard site and origin of the grapes. Textured uncoated paper is a perfect canvas to represent the tactile elements of the boat, with embossing adding additional dimension.

"I have been thrilled with the level of professionalism I have received working with Multi-Color, from the first time I met with them through multiple print runs. I am also extremely happy with the look and feel of the label and how responsive Multi-Color was to my requests and for small tweaks needed at the time of printing. They understand both the importance of quality and attention to detail as well as the individual needs of their clients."
Faith Armstrong Foster, Winemaker/Proprietor.



Plantagenet Three Lions Mount Barker, Western Australia

Design: Marcus Design **Printer:** Multi-Color Australia

The three guardant lions on the Plantagenet coat of arms attest to the history, steadfast commitment to quality and its provenance from the Great Southern's oldest established winery.

Plantagenet Wines famously won a long and hard-fought legal battle with the United Kingdom over the rights to use the stacked three lions logo (well known on English rugby jumpers), but as this branding device is also on their estate range of wines, differentiation was called for to launch a premium entry level of wines beneath this. 'Three Lions' employs the heraldic guardant lions but highlights the heads and the forequarters of the three redrawn lions into the patterned framework reminiscent of medieval architecture flanked by the motto in English and Latin of 'Fortitude, Resilience, Strength'.

Multi-Color successfully realised the envisaged finishes resulting in a beautiful suite of labels. With gold foil, embossing and tactile finishes, this range has proved to be a wonderful and accessible introduction to new consumers of Plantagenet Wines.



Restricted - The Spire Collection by Jackson Family Wines Napa Valley, California

Design: Jennifer Stark in collaboration with Laura Kerbyson **Printer:** Multi-Color Napa

Over a year ago the winemaking team of Jackson Family Wines set out to craft a collection of single-vineyard, single-varietal, exceedingly small production wines to truly redefine one-of-a-kind artistry in the bottle. The team envisioned a very precise, technical label to show the care and detail put into these wines, and also conveyed the warm spirit of a project led by passion.

A label was conceived that focused and reflected the true authentic craftsmanship of the wine - detailing the wine's origins down to the block row, clone and trellising.

"The paper was chosen for its handmade texture which accentuated the debossed topography of our mountain vineyards - all the while supporting the embossing seal. The colour and shape of the label reflect the personality and branding from our Mountain Wine Club who are the only collectors that have access to these wines. Then, always invaluable, we worked with Multi-Color on preplanning the press check to ensure everything was perfect. Simply, the Restricted label employs the same high quality in its design that is in the bottle."
Jennifer Stark, Associate Marketing Manager.



Lunico by Casa Vinicola Natale Verga Spa Cermenate, Como, Italy

Design: Baseggio Pubblicità

Printer: Multi-Color Italy

Lunico by Natale Verga is a full bodied Barolo Riserva, and like all Riservas' it is aged at least five years before its release.

Printed on a heavy weight metallic substrate, the label features detailed embossing to recreate the effects of cracks in the earth; a faithful reproduction of the design concept and key to the successful realization of this label.

"Multi-Color Italy has created the Lunico label to an excellent standard, both in the use of new materials and in the actual printing. They have remained faithful to our initial mock up, making us extremely happy with the final result"

Laura Verga, Owner and Marketing Director.



Domaine Tournon Mathilda Rosé: Victoria, Australia

Printer: Multi-Color Australia

Rich in flavour and meaning, Domaine Tournon's Mathilda Rosé is a tribute to Michel Chapoutier's daughter Mathilde, and the country of Australia, by reference to the famous Australian bush ballad 'Waltzing Matilda'.

In 1997, vigneron Michel Chapoutier set out to discover Australia and the result is a range of wines that express the unique and individual terroirs of the world's oldest continent. Since 1808 in the Rhône Valley, Chapoutier has been producing some of the regions greatest wines: "Our own vineyards and the single vineyards we select are cultivated either organically or bio-dynamically. All our labels are also in braille" said Michel.



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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