

Urban Vines



The Art of the Wine Label

Concept / General Intentions

- Small businesses
- Younger generation
 - “Wine consumption has increased in the 30-49 year old age group and the 50 and over age group, while consumption by the under 30 age group has remained flat, primarily due to increased marketing efforts of spirits manufacturers.”
 - Logo/label - fresh, new and visually appealing

Formal concerns

- Availability of scholarly research
- Researching, identifying, and applying any U.S. laws and regulations regarding wine labels
- Obtaining & removing labels from wine bottles
- Sizing and attaching the labels
- A brand name that was noteworthy

Style... Audience

- Moving towards modern wine labels...
 - A look at the history of the wine label shows a move from more traditional, uniform, simple (in design), labels to wine labels that are more artistically varied (in brand name, design, shape of bottle, position of label, etc.).
 - Research move from a formal to informal (changing age, changing audience ; the style is changing because the consumer is changing)
 - My goal - Reaching the younger generation

Logo -- Creating my 'Brand'

“Front labels are the first line of communication to attract the consumer; therefore it is extremely important that characteristics appearing on the label are visually attractive and easy to read in order to stand out from the large number of competing bottles available on the retail shelf. Front labels can provide key recognition factors through their shape, color and position as well as the information offered” (Barber, Ismail, & Taylor, 2007, p. 76).

- Font
- Bird

Front Label

- Easy to read
- Modern
- Fun
- Inviting
- Historically, tradition trumped artistic freedom
 - Standardized
 - Uninteresting
 - Unimaginative

URBAN VINES



SHIRAZ

Sonoma Valley
2012

13% alcohol by volume

Back Label

- Government regulations
 - Regional fact
 - TTB warning (implemented in late 20th century)
- Description & Pairing
 - Fresh flavors of plums and cherries. Enjoy Urban Vines Merlot alone or paired with poultry, red meat, pork, or your favorite pasta.

merlot

Urban Vines
Sonoma Valley

We have searched the United States to create a collection of authentic, great tasting wines, with layers of flavor.

Fresh flavors of plums and cherries. Enjoy Urban Vines Merlot alone or paired with poultry, red meat, pork, or your favorite pasta.

Bottled and Produced by Urban Vines Winery
Sonoma, CA

ME15c IA 5c

750ML

CONTAINS SULFITES

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



The Law behind the Label

Wine labels from a legal/legislative/logistical standpoint

- TTB (Alcohol and Tobacco Tax and Trade Bureau)
- United States regulations regarding wine labels
 - Alcohol content (... +/- 1%)
 - Brand name
 - Class...
 - Grape varietal
 - Appellation of origin
 - Net contents



United States Department of the Treasury
Bureau of Alcohol, Tobacco, and Firearms

MINIMUM REQUIREMENTS

- ① BRAND identification
- ② CLASS, TYPE, or DESIGNATION
- ③ LOCATION where bottled
- ④ ALCOHOL content by volume or within range for type
- ⑤ NET VOLUME of contents may be molded into glass