

# 2020 Vintage Packaging Guide

VINIV

BORDEAUX

A life explored, a story bottled



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LAVINAL



Le Vin est la plus saine  
et la plus hygiénique des  
boissons. PASTEUR

PROTÈGE-CAHIER

Arthur Lavinal

- 2014 -

2014 GRAND VIN DE BORDEAUX



Cuvée George  
The Duke Of Juice

APPELLATION BORDEAUX CONTRÔLÉE  
VIN EN BOUTEILLE POUR THE DUKE OF JUICE  
PAR VINITY A 3350 FRANCE  
PRODUIT DE FRANCE | CONTIENT DES SULFITES  
13,5% vol | 75cL

LOU JAM





#### PACKAGING YOUR WINE - INTRODUCTION

This section outlines everything you need to know about the labeling and packaging of your wine to ensure that how your wine is presented is as unique and pleasing to you as the wine itself.



#### YOUR CONTACT

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### *Step 1*

#### **CREATE YOUR BRAND AND YOUR STORY**

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This step outlines the elements you need to consider before working with our designers on your label. It includes examples and guidance that will help you determine your story (i.e. brand concept), the name of your wine and how to describe your wine on the back label (lovingly referred to as 'romance copy' in the wine industry).



### *Step 2*

#### **DESIGN YOUR LABEL**

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With your brand and story in hand, the next step is to get inspired with the examples in Step 2 to determine the design style for your label.

You will kick start the process by developing a creative brief with one of our designers.



### *Step 3*

#### **SELECT YOUR PACKAGING OPTIONS**

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This section outlines the standard packaging of your wine, as well as personalised packaging options such as different bottle formats and personalised corks and wooden cases.

You will be contacted to complete the [Packaging Selection Form](#) to guarantee your personalised packaging option requests. If we do not receive a response in time, the standard packaging options included in your barrel price will be applied.

[OPEN PACKAGING SELECTION FORM](#)

PACKAGING YOUR WINE



*Step 1*

CREATE YOUR BRAND AND YOUR STORY

## Naming and describing your wine

You will arrive in Bordeaux with your own experience to share and future to write. So, while the wine you make will tell this story, the label you design is its front cover.

A brand is more than the name you give to your wine. It includes all the elements that directly or indirectly tell your story and give it personality.

This process often starts with thinking about what motivated you to start this journey. You may or may not have an idea of the story you want to tell. Regardless, this section includes examples from fellow VINIV members and guidelines to develop your wine story, the name of your brand and what to consider for the 'romance copy' on the back label of your wine.



PACKAGING YOUR WINE



*Step 2*

DESIGN YOUR LABEL



## Creating your wine brand

You will work with our design partner – Barlow & Co. – to create a bespoke label which will be a vivid testament to where you have been, and where you are going.

If you already have an idea or artwork, this is a great start. If not, we've put together some label design inspiration over eight different style categories. By considering how these styles fit with your wine story and brand name, we hope you will end up with a clear idea of what you want your label to look like.

In addition to the design style, you will need to consider the label format and regulations. Our design team will advise you on this along with which printing technique is best to enhance your label design.

Once you have decided on your story and brand concept, you will work with one of our designers to outline the design brief. There is no need to worry if you feel unsure about the approach to take for your label design, our design team will provide guidance to ensure you are pleased with the end result.

If you have your own designer, we will send you the guidelines for your label as it needs to abide by the strict regulatory requirements and be print-ready for our printer.

Please take note that you are fully liable for all copyright issues and are responsible for reproducing copy and artwork legally.



# Label Design Overview

## CLASSIC

### CLASSIC - MINIMAL

- Abundance of white space
- Gold and silver foil details
- Serif and script fonts
- Hand-drawn, intricate illustrations



### CLASSIC - BOLD

- Traditional bold or serif typography
- Traditional illustrative style
- Supported with small, intricate details
- Colour palette with strong contrast



### CLASSIC - RUSTIC

- Traditional illustrations, hand-drawn style
- Abstract use of colour to reference wine
- Off-white backgrounds and textures
- Traditional serif typography



### CLASSIC - LUXURY

- Use of foil, typically in gold, red or silver
- Effects such as embossing and Spot UV
- Intricate details and elegant graphics
- Traditional serif typography



## CONTEMPORARY

### CONTEMPORARY - MINIMAL

- Abundance of white space
- Typography to create impact
- Simple graphics as the focus
- Effects such as die cuts



### CONTEMPORARY - BOLD

- Large text that stands out on the label
- Graphics or patterns used playfully
- Bold, clear contrast with black and white
- Use of bright colours



### CONTEMPORARY - RUSTIC

- Textured fonts and backgrounds
- Use of traditional pencil drawings
- Contemporary illustration or collage
- Contemporary use of colour



### CONTEMPORARY - LUXURY

- Use of foil, typically in gold, red or silver
- Simple patterns that cover the label
- High-end modern art or photography
- Pared-back typography



Further label customisation options such as foil stamps, embossing and laser cutting are possible. Prices are available upon request and depend on the selected technical specifications and design.

## Classic labels

If you want your wine to look at home amongst a refined collection of Bordeaux wines, a Classic label might be your best choice.

Classic designs all carry a more traditional aesthetic that is generally seen on prestigious wines. With more detail than is usually seen on contemporary labels, they are associated with history and heritage. The use of colour, typography and design elements is often more crafted and gives the impression of age and elegance.



## Classic – Minimal

Classic design that's been stripped back to its simplest form.

While most more traditional designs are full of detail – all of the information about the wine and its provenance on display – these minimal designs favour white space and simplicity.

They retain the hallmarks of more classic design such as gold and silver foil details (3, 7), serif and script fonts (5) and hand-drawn, intricate illustrations (1, 2, 6, 7, 8), but decrease the prominence of some elements so that white space is in abundance (1, 4, 6).

Artwork or patterns used can often be more simplistic, so the design doesn't feel too busy (2, 4).



1



2



3



4



5



6



7



8

## Classic – Bold

Elegant and refined designs that still stand out.

Classic bold designs are something of an oxymoron, with most traditional labels preferring delicate elegance. These examples, though, use elegant serif typography (3, 4, 5, 7) or traditional bold typography (1, 8) to make big statements in a more classic way.

Any graphics tend towards a more traditional illustrative style (2). Supported with small, intricate details that add to the 'heritage' feel (4, 5) they often exhibit a colour palette with strong contrast, to ensure real stand-out on the shelf (1, 7, 6).



1



2



3



4



5



6



7



8

## Classic – Rustic

Classical designs that are full of character and history.

The rustic selection of classic labels play more on the heritage and historical aspects of the wines, using illustration, texture and typography to create designs that are classical yet full of character.

Traditional illustrations in hand-drawn style are a hallmark (1, 3, 6,), while some use more abstract use of colour to reference the wine and its process (5).

Off-white backgrounds and textures give the labels an aged feel that adds to the legacy of the wine (4, 7, 8) and traditional serif typography is used but tends to be less prominent than the featured art (2, 4).



## Classic – Luxury

Intricate, ornamental designs that are rich with character.

These luxurious labels take the elements frequently found in classic designs, but add embellishments and decoration.

Most examples here showcase foil, typically in gold (1, 4), but also in other colours such as red (3) and silver (5). Other effects used include embossing (4), and Spot UV (6), which adds a transparent gloss over parts of the design.

Intricate details are often used to give a depth to the design, with graphics that are decorative and elegant (2, 3, 6, 8). The fonts used are usually serif, and traditional display fonts that are full of character (1, 3, 7).



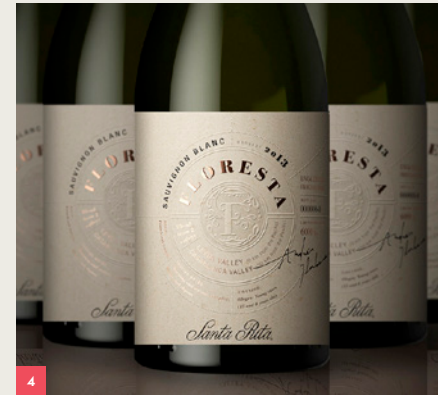
1



2



3



4



5



6



7



8

## Contemporary labels

If you want to tear up the Bordeaux wine label rulebook, so to speak, there are lots of beautiful designs to inspire you here.

Our contemporary design selections are bolder, more colourful and more playful than the classic selections.

The scope within what looks contemporary is broad, but these examples all have a strong concept behind them and are executed using various styles of typography, illustration and graphics that all stand out.





## Contemporary – Minimal

Taking the less-is-more approach to the design of your label.

These minimal designs all deliver powerful messages with their simple graphics.

Often focusing on one graphical element or the name of the wine, they use a lot of space so that the design has a clear focal point.

Some of these designs use typography to create impact (1, 3, 5, 8) while some use a simple graphics as the focus (6, 7). Use of effects such as die cuts can add a more luxurious feel to simple labels (1, 4), and white space around your wine name is a must have for a minimal design (2, 6). If simplicity is for you and your wine, follow these cues with our designer.



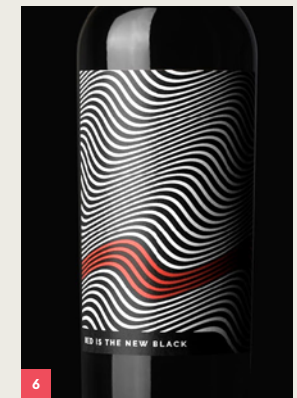
## Contemporary – Bold

### Throw out the traditional wine label rulebook.

These bold and contemporary designs create impact with strong colours, patterns or typography.

If you've got a strong brand name, you might want to make this the focus with large text that stands out on the label. Graphics and patterns are used in playful ways for the same reasons (1, 6, 7, 9) – and while they stand out, they offer something that also looks quite refined.

Black and white makes for a bold and clear contrast (2, 8). Bright colours will also make your label stand out (1, 4, 9).



# Contemporary – Rustic

## Build a rich story into a contemporary design.

Combining a modern design aesthetic with more rustic effects, this collection is best suited to winemakers who prefer something that looks contemporary and on-trend, but want to weave the story of their wine into the details.

Textured fonts and backgrounds give some examples a worn or earthy feel (2), while giving the impression of used or old paper can add to this heritage style (7).

Use of pencil drawings can feel slightly more traditional (3, 5, 6), but more contemporary illustration or collage also helps build a story into your label (1, 4). Some of these feel contemporary because of the use of colour in otherwise traditional designs (6, 8).



## Contemporary – Luxury

### Modern interpretations of traditional luxury.

The modern idea of luxury is displayed here across a selection of wine labels that look suitably expensive and premium.

These designs frequently incorporate gold or coloured foil (2, 3, 4, 5) often paired with simple patterns that cover the label (1, 6, 7). They often feature pared-back and small typography (4, 8).

If you're a fan of modern art or design, and want your label to look expensive and premium, these designs might help inspire you. Please note that special label treatments, such as foil, incur an additional cost. See [page 44](#) for details.



# Label formats

There are 5 label formats to choose from. Our designers will guide you on what will work best for your brand.

## BORDEAUX CLASSIC

### OPTION 1 - FRONT AND BACK LABEL

#### FRONT

8.89cm x 13.34cm  
3.5" x 5.25"

#### BACK

8.89cm x 8.89cm  
3.5" x 3.5"

### OPTION 2 - FRONT LABEL ONLY

#### FRONT

8.89cm x 13.34cm  
3.5" x 5.25"



## SQUARE

### OPTION 3 - FRONT AND BACK LABEL

#### FRONT

9.17cm x 9.17cm  
3.61" x 3.61"

#### BACK

9.17cm x 9.17cm  
3.61" x 3.61"

### OPTION 4 - FRONT LABEL ONLY

#### FRONT

9.17cm x 9.17cm  
3.61" x 3.61"



**LANDSCAPE**

**OPTION 5 - FULL WRAP-AROUND LABEL**

**FULL WRAP-AROUND LABEL**

9.16cm x 20.98cm

3.61" x 8.26"

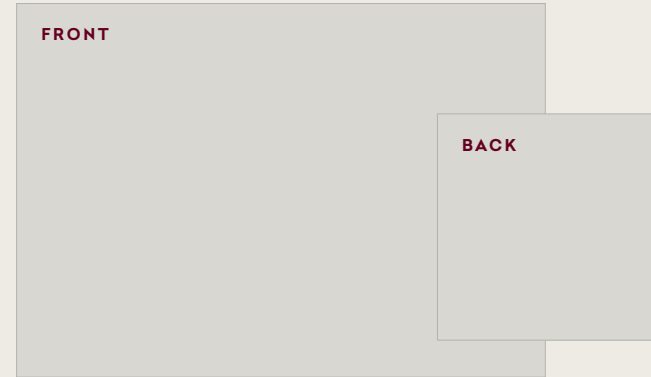


**DOUBLE MAGNUM**

**OPTION 6 - FULL LABEL**

**FRONT**

**BACK**



## Label design - optional extras

### ADDITIONAL LABELS

For every barrel you produce, you have the opportunity to create up to three unique labels. It is an ideal option if you are making your wine with others and each of you have a distinctive story to tell.

OPTION	PRICE PER ADDITIONAL LABEL
Additional label	€ 2,000/ \$ 2,200

### SPECIAL LABEL DESIGN AND TEXTURING

The following special printing techniques are available. Please note that prices are for each bottle format. Additional bottle formats (magnums, double magnums) or a second design printing technique such as foil stamps, embossing or laser cutting are available at the rates below. Pricing is based on your selection of bottle format and printing technique.\*

PRINTING TECHNIQUE	PER BOTTLE FORMAT**
Numbering	€ 100 / \$ 120
Special cutting	€ 300 / \$ 360
Special paper	€ 300 / \$ 360
Lamination (film-coating)	€ 400 / \$ 480
Embossing (one level)	€ 350 / \$ 420
Foil (Eg. gold or silver)	€ 350 / \$ 420
High-raised varnish	€ 400 / \$ 420

\* Further personalisation is available upon request.

\*\* Eg. If the packaging selection includes 75cL and Magnum bottles, the rate is considered twice.



2a



2b



2c



2d

## Label requirements overview

There are some 'rules and regulations' imposed by the French authorities around what can and can't appear on your label, regardless of whether you produce your wine for commercial or private purposes. Here are a few important things to note:

### BRAND NAME

French anti-fraud authorities are strict about the use of names that imply a 'sense of place' if you are not the owner of that property. As a result, you will not be able to use words such as 'Château', 'Clos', 'Domaine', 'Mas', 'Manoir' or 'Cru' in your brand name.

Given the size of the winemaking community and the importance of existing trademarks, we discourage you from considering names or designs that closely resemble existing commercial brands. For example, the use of the name 'Lynch' or 'Bages' even in reference to the village is not permitted.

### WINE LABEL & APPELLATIONS

French anti-fraud authorities refuse to allow the mention of any of the appellations in which your vineyards are originally located because your wine is ultimately a blend of fruit from various appellations.

VINIV uniquely encourages blends of grapes from multiple prestigious appellations. Consequently, your wine will be classified as AOP (Appellation d'Origine Protégée) Bordeaux.

### COUNTRY SPECIFIC LABEL REQUIREMENTS

Your label will have to abide to specific requirements depending on the wine's destination. On the following pages you will find specific label requirements for wines that are imported to the United States and countries within the European Union. For other countries, please contact us for more details.





# Label requirements – USA

## MANDATORY

The Federal Labelling Guidelines state that the following MUST be adhered to on either the front and/or back label.

- The Brand name, appellation, class and type designation must appear on the 'Brand label' which can be either the front or the back label.
- The statement 'Contains Sulfites' must appear, on either the front or back label.
- The 'Net Contents' statement must appear in a metric standard of fill (i.e. 750ML), on either the front or back label.
- The 'Importer Statement', 'Imported by, Name, State', must appear on either the front or back label.
- The 'Country of Origin' statement must appear on either the front or back label. The acceptable formats are as follows:

Product of France

Produce of France

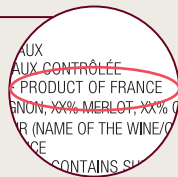
Wine of France

Produced in France

Produced and bottled in France

Produced by [insert producer name, followed by country or city and country]

- The mention of grape varietals takes precedence over 'Red Wine' as the class and type designation, and must therefore appear on the 'brand' label. Please state the exact description of the blend.



## PROHIBITED

The Federal Labelling Guidelines state that the following MUST be avoided on both the front and back label.

- Do not use the words 'strong', 'strength', 'powerful' or 'magic' to describe a wine.
- Do not use any language that represents any still wine to be effervescent wine or a substitute for an effervescent wine (i.e. 'lively', 'bursting', 'Spumante', 'Cremant').
- Do not make any false curative or therapeutic claims.
- Do not make any specific health claims or health related statements.
- Do not use any statement, design, device, or representation that is prohibited. Nudity is prohibited unless it is 'recognised' as a true work of art.
- Do not make statements on a wine label, which tend to create the impression that wine contains distilled spirits, is comparable to a distilled spirit, or has intoxicating qualities.

## Label requirements – European Union

### MANDATORY

The following MUST be avoided on both the front and back of European wine labels:

- Information that misleads the customer on the provenance or quality of the product.
- References to other wine properties, other protected designations of origin, protected geographical indications .
- Terms or wording protected by other wine brands.
- Indications that the product is 'similar to', 'like', 'in the style of', 'made like' etc.

### PROHIBITED

The following must be avoided on both the front and back of European wine labels:

- Information that misleads the customer on the provenance or quality of the product.
- References to other wine properties, other protected designations of origin or protected geographical indications.
- Terms or wording protected by other wine brands.
- Indications that the product is 'similar to', 'like', 'in the style of', 'made like' etc.

## Label requirements – Other Countries

If you are importing your wines outside of the USA or Europe, please contact the team at VINIV to confirm the labeling requirements of your wine.

PACKAGING YOUR WINE



*Step 3*

SELECT YOUR PACKAGING OPTIONS

Packaging - included in your barrel price

The price of your barrel includes high-quality bottles, corks, capsules and wooden cases or cardboard boxes.

#### STANDARD BOTTLE FORMAT

288 high-quality 0.75 litre bottles.

#### OPTION

Standard: 288 Standard (0.75 litre) bottles

Option 1: 24 Magnum (1.5l) bottles + 240 Standard (0.75l) bottles

Option 2: 48 Magnum (1.5l) bottles + 192 Standard (0.75l) bottles

#### PRICE PER BARREL

Included in barrel price

Included in barrel price

Included in barrel price

#### CORKS

Superior-grade natural "Grand Vin de Bordeaux" corks, with the vintage year printed on top.



#### CAPSULES

A choice of four different colours: black, red, gold or silver.

Your capsule selection is invariably associated to the colours within your label. As a result, we do not expect you to make this decision until your label is completed.



#### WOODEN CASES OR CARDBOARD BOXES

High-quality wooden cases or cardboard boxes, with the VINIV logo printed on the side.



## Packaging - customised

Choosing different bottle formats and personalising your corks and wooden cases is a great way to further differentiate your wine.

### DOUBLE MAGNUMS

Most people would agree that larger bottle formats allow for better ageing. They also create a 'wow' factor when served.

Our customised packaging option allows you to replace a specific number of your included bottle selection with six (6) Double Magnum (3 litre) bottles.

### 6 X 3L DOUBLE MAGNUM BOTTLES

€2,000/\$2,400 FOR PREMIUM AND ELITE CATEGORIES.



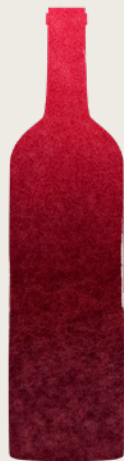
#### A STANDARD

0.75 Litre (19.4 oz) bottles  
No extra charge



#### B MAGNUM

1.5 Litre (36.7 oz) bottles  
No extra charge



#### C DOUBLE MAGNUM

3 Litre (101.4 oz)

### PERSONALISED CORKS & WOODEN CASES

Make your wine cellar truly like no other by printing your high-quality wooden cases with your brand logo or design.

This is a one-time fee per design. If you produce a wine in subsequent vintages and use the same artwork on your corks and wooden cases, there will be no additional charge.

€ 1,100 / \$ 1,300 PER BARREL FOR BOTH PERSONALISED CORKS AND WOODEN CASE



THESE OPTIONAL EXTRAS ARE AVAILABLE AT NO EXTRA COST TO MEMBERS PRODUCING WINE IN THE "EXCLUSIVE" PRICE CATEGORY.

# 2020 Vintage

## PACKAGING YOUR WINE SUMMARY

The key actions you need to take from this section are listed below along with their timeframes.

	ACTION	TIMEFRAME
<i>Step 1</i>	<b>CREATE YOUR BRAND AND YOUR STORY</b> We will contact you to guide you through the process of creating your own wine brand.	<b>APR 2021 - DEC 2021</b>
<i>Step 2</i>	<b>DESIGN YOUR LABEL</b> You will start working with one of our designers on your label design.	<b>JUN 2021 - FEB 2022</b>
<i>Step 3</i>	<b>SELECT YOUR PACKAGING OPTIONS</b> Complete your packaging selection by submitting this form.	<b>DEADLINE 31 JAN 2022</b>

## PACKAGING AND DESIGN OPTIONS - SUMMARY

BOTTLE FORMATS	PRICE PER BARREL
Standard: 288 all Standard (0.75l) bottles	Included in barrel price
Option 1: 24 Magnum (1.5l) bottles + 240 Standard (0.75l) bottles	Included in barrel price
Option 2: 48 Magnum (1.5l) bottles + 192 Standard (0.75l) bottles	Included in barrel price
Option 3: 6 Double Magnums (3l) bottles + 24 Magnum (1.5l) bottles + 216 Standard (0.75l) bottles	€ 2,000 / \$ 2,400 *

CORKS & CASES	PRICE PER BARREL
Unbranded cork and wooden case (or cartons)	Included in barrel price
Personalised cork & wooden cases (or cartons)	€ 1,100 / \$ 1,300 *

CAPSULES	PRICE PER BARREL
Black, red, gold or silver	Included in barrel price

LABEL DESIGN	PRICE
Standard label design	Included in barrel price
Supplementary hours for label design	Price available upon request
Special label design and texturing	Price available upon request
Additional label (price per label)	€ 2,000/ \$ 2,200
Romance copywriting	€ 500 / \$ 630

LABEL FORMAT	PRICE PER BARREL
Bordeaux classic, square or landscape	Included in barrel price

\* EXCEPT FOR EXCLUSIVE PRICING, WHERE THIS OPTION IS INCLUDED IN YOUR BARREL PRICE.

Note: We ask that you complete the [Packaging Selection Form](#) by **31 January 2022**. We need the information by this date to guarantee your customised-option requests. Without these from you, the standard packaging options included in your barrel price will be applied.

[OPEN PACKAGING SELECTION FORM](#)

VINIV

BORDEAUX