

Surf Point™

SURF POINT - WINNER AT THE 6th ANNUAL
PL BUYER PRIVATE LABEL PACKAGING AWARDS:



"I like that the packaging is basically the same across the line except for the very small print showing the varietal," McTigue Pierce notes. "I like the consistency of the coloring throughout the line, too."

"I think they really achieved their goals," Hammerbeck stresses. "They talked about how the category is populated with brands that are very iconic-looking, and I think they did achieve that. The graphics are what jump out; I think they did the imagery very well. They're also targeting a younger market – 25 to 34, and I think the imagery really would appeal to a younger market."

Epic Wines of *California*

FOODIES™

FOODIES - WINNER AT THE 6th ANNUAL PL BUYER PRIVATE LABEL PACKAGING AWARDS



"To me, the graphics are a perfect combination of sophistication and whimsy," Demetrakakes emphasizes. "You've got this very stark type and line drawing, but when you look, the animal is divided up into these different dishes such as Buffalo wings and chicken pot pie. It's funny. And the concept is aimed at people who maybe get intimidated when trying to decide what kind of wine to serve with what kind of food."

"I like the matte in the label, as well as the matte in the foil," McTigue Pierce says. "How many times have you seen a matte foil? I thought that was really unique, and it also pulls out the gold in the brand name."

"To me, what makes it a winner are the illustrations - they're iconic," Hammerbeck says. "And at a secondary level, they teach you what to pair with the food, so there's an educational element. You bring the consumer into the brand."

🍴 For Those Who 🍴
Live to Eat Well! 🍴