



Irregular shapes to create interest



Clean lines

New World design elements



Frosted Glass



Embossing text and design onto the bottle



[Wine Bottle]: Rendering



2010 Merlot

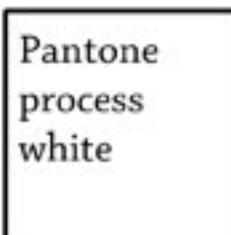


Blind

[Wine Bottle]: Flavors

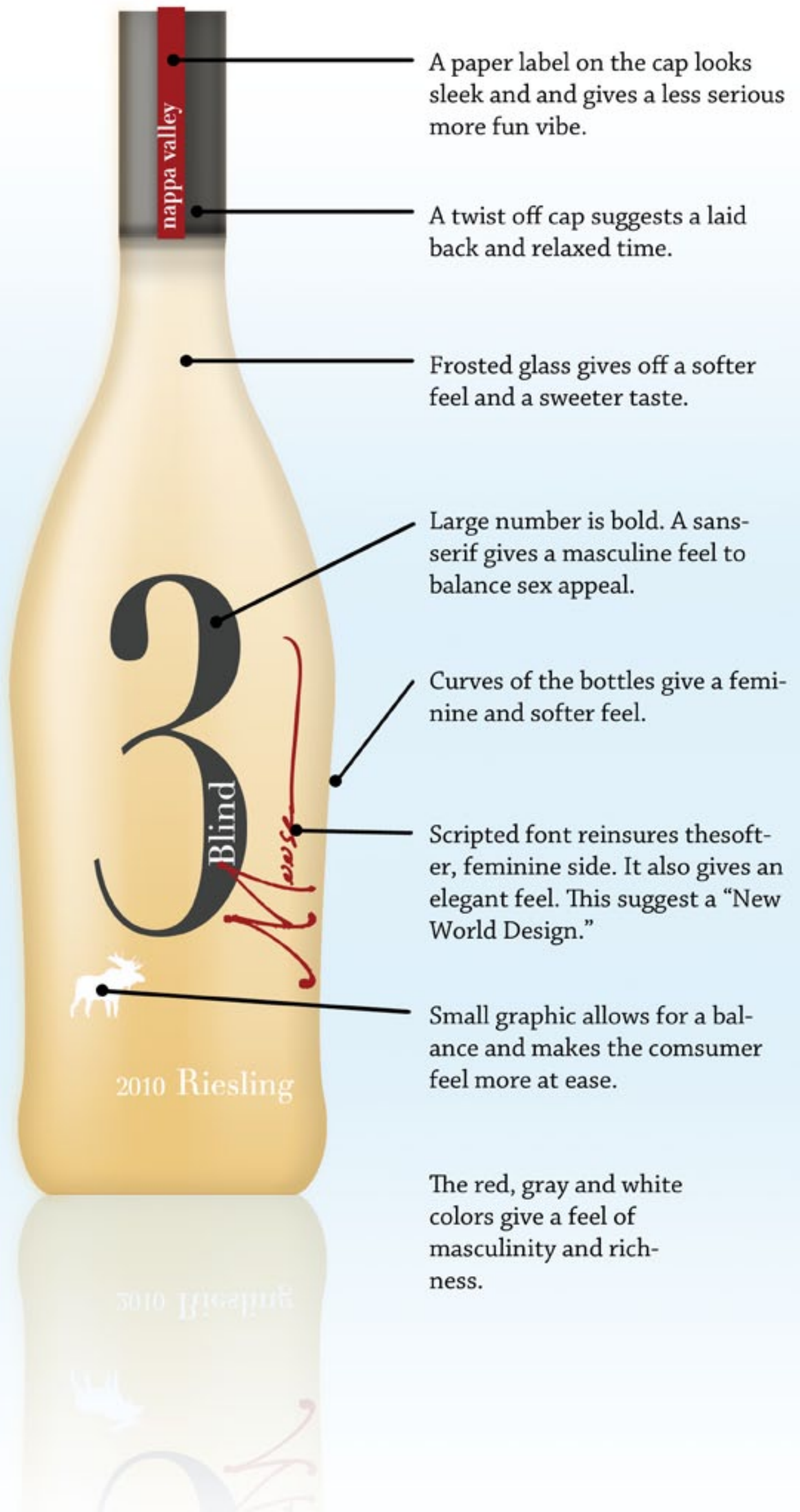


[Wine Bottle]: Pantone Colors





## [Wine Bottle]: Description



A paper label on the cap looks sleek and and gives a less serious more fun vibe.

A twist off cap suggests a laid back and relaxed time.

Frosted glass gives off a softer feel and a sweeter taste.

Large number is bold. A sans-serif gives a masculine feel to balance sex appeal.

Curves of the bottles give a feminine and softer feel.

Scripted font reinsures the softer, feminine side. It also gives an elegant feel. This suggest a "New World Design."

Small graphic allows for a balance and makes the consumer feel more at ease.

The red, gray and white colors give a feel of masculinity and richness.