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# 99 Bottles Of Wine



## Synopsis

99 Bottles of Wine: The Making of the Contemporary Wine Label illuminates the creative process and positioning behind some of the world's most iconic wine labels. Melding story, heritage, imagination and marketing with evocative design, Napa-resident and author David Schuemann, owner and creative director of CF Napa Brand Design, reveals the inspiration and strategic thinking behind ninety-nine of the most successful wine labels--from solutions for boutique producers to some of the largest wine companies worldwide. Rich stories of the wineries, people and history combine with stunning photography for an enchanting read. Along with a dust jacket poster of each of the featured wineries and a foreword by Agustin Huneeus, the renowned creator of Napa Valley's Quintessa Estate, 99 Bottles of Wine offers wine lovers, serious collectors, and design aficionados a rare, behind-the-scenes look at how contemporary packaging and innovative design are driving the success of today's leading wine brands.

## Book Information

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## Customer Reviews

This is about as beautifully designed book as one is lucky to encounter. The wine labels are off scale elegant, the photography is sensitive and well thought out, the typography is a delight. The great book and type designer Jan Tschichold would have loved this book. Bravo!

I heard this was a very nicely done book and I wasn't disappointed. The dust jack on the inside doubles as a gorgeous poster of all the wine bottles w/labels featured in the book. Interesting stories about the wineries and the label designs. I gave it as a gift to friends who make their own wine.

David Schuemann has compiled a great collection of exciting wine bottles and told the stories of their development. As a former globe-trotting advertising photographer who spent his 25 year career avoiding still life images (bottles, cans, flowers and bowls of pasta) I am thrilled by this book - starting with the black-on-black cover and stand-alone poster of the 99 bottles inside. This book is a must-have companion to Paul Wagner's "Wine Marketing & Sales" book - especially chapter 6: Wine Packaging and Labels"

In the opening pages of 99 Bottles of Wine, author Dave Schuemann brings us a startling observation: "We eat and drink with our eyes." Meaning that the aesthetics of food and wine and their presentation actually influence the way we taste and appreciate them. On that foundation, Schuemann then unfurls a fascinating parade of 99 examples showing us, in words and pictures, how the aesthetics and market positioning of wine labels, bottles and packaging often play a determinant role in the ultimate success -- or failure -- of a wine brand. It's a rich, illuminating read, from start to finish. But this book is by no means a dry intellectual exercise. It's a celebration of the arts of wine and design. It's a celebration of the spirit and passion of the men and women who devote their lives to making wines. And it is also a celebration of how far America has come in the arts and sciences of grape-growing and wine-making. As Schuemann explains, 50 years ago almost no one imagined that the United States would become a world power in wine, but we did just that, and 99 Bottles of Wine gives us a lively, insightful view of how we did it. Full disclosure: 99 Bottles of Wine is published by Val de Grace Books, a small specialty publishing house that I created to bring forth unique, beautiful books on American wine, business and culture. We salute Dave Schuemann and his entire team at CF Napa, the esteemed design firm; they have created, for all of us, a truly magnificent book, a work to cherish for many years to come.

99 Bottles of Wine is an amazing collection of diverse designs by CF Napa and its talented Creative Director, David Schuemann. In a market where there are so many participants, this book is a demonstration that every winery has a story and a personality to share, unique and powerful to itself. With so many brands in the market competing for shelf space, this rare book provides a glimpse into the notable wineries who have trusted this exceptional design force with their image and message, inviting the consumer to try the wine and enjoy the experience. As I turn the pages of this book, two impressions come to mind: the meticulous attention to detail and the variety of approaches CF Napa has taken to achieve these designs. A lot of thought has gone into these

packages including the bottle shapes, the label design, the capsule choice and much more. There may be a single icon used as a symbol of the wine such as the windmill on "Windmill Valley" or a plethora of images that come together to achieve the package appeal such as the formulas of "Educated Guess". I am particularly drawn to the face detail of the "Signorello" logo as well as the 3D appearance of the "Luna Nuda" stars logo. The result is a gamut of impressive design interpretations including vintage, classic, edgy, progressive, geometric, modern, fun, demure and alluring. This book will make an amazing gift for a wine aficionado or collector as well as anyone who appreciates or studies fine art and packaging. A truly remarkable collection!

Fantastic book! Makes for a great gift!

This beautiful book contains full page color spreads of 99 incredibly diverse wine label designs by CF Napa Brand Design based in the heart of Napa, California. Their designs from around the world capture the essence of their customers as clearly displayed throughout this book. The design work tells the narrative of the design process for each individual label, allowing the reader to learn about the little known facts regarding each of the wineries. There is a contiguous relationship between the narrative and the character behind some of the world's most iconic and well known wine label designs. As an amateur bibliophile, this is a "must have". This book belongs in every wine lover, wine collector, designer or art lovers library. This rich and spectacular book will be on my favorites list and a definite recommendation to friends, family and co-workers as a gift for the holidays.

This beautiful coffee table book contains gorgeous full page color spreads of 99 incredibly diverse wine label designs by CF Napa Brand Design based in the heart of Napa, California. The stunning artwork is accompanied by the fascinating story of the design process of each individual label, giving little known facts about the wineries and discussing the meanings behind some of the world's most iconic and well known designs. Overall, an incredibly impressive title not to be missed. I will proudly be giving this spectacular book to friends, family and co-workers as a gift for the holidays, as it is a must have for every wine lover, wine collector, designer or art appreciator's library or coffee table.

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