

BENZIGER

FAMILY WINERY

Great wine. Grown green.

BOLD CAPSULE color ties to copper foil on the label and heightens shelf presence.

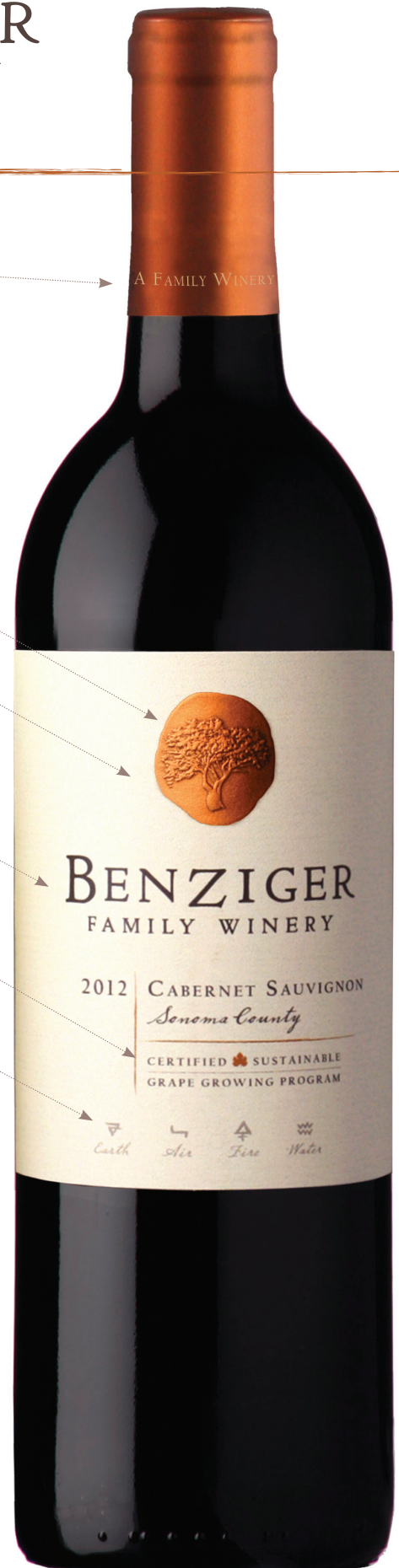
STRONG CENTRAL ICON draws the eye and helps the label “pop” on the shelf. Copper foil treatment catches light while also elevating the perceived pricepoint of the wine.

EMBOSSSED TREE represents our commitment to nature and sustainability as well as the Benziger Family tree.

BENZIGER LOGO 15% LARGER.

MORE EMPHASIS ON “CERTIFIED SUSTAINABLE” STATEMENT.

LABELED ELEMENTAL SYMBOLS reference the building blocks of nature & reinforce sustainability statement above.



FOR MORE INFORMATION VISIT WWW.BENZIGER.COM/TRADE

Honoring Nature. Cultivating Life.

At Benziger, trees are revered nearly as much as grapevines. They represent life, health, biodiversity and our family's multigenerational commitment to our winery. The vibrant tree on our label underscores what is most important about our approach - honoring nature and preserving our resources.