



## 99 Bottles of Wine

By David Schuemann

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*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.

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## 99 Bottles of Wine By David Schuemann Bibliography

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### Editorial Review

#### Review

"In his new book, *99 Bottles of Wine*, Schuemann spills the industry's secrets about how wine labels tickle our subconscious and coerce us into grabbing a bottle off the shelf. The book is also a feast for the eyes, with about 100 photographs of the sleekest, most eye-catching wine labels in the business." - *NPR.org "The Salt"*

"Design fans will love this collection of photos from the most iconic labels."

#### *The Wine Enthusiast*

"The book highlights not just the label design, but the clients and processes behind the design...full-color photographs reveal the range and creativity possible within such a limited space...The brief narratives that accompany each of the labels create context, giving a sense of how the client and designers worked together to establish a brand image."

-*The Napa Valley Register*

#### From the Inside Flap

In the last fifty years, the wine industry has undergone radical change. Once regarded as an industry specific to Europe - especially France, Italy, Germany and Spain - wine has since become a worldwide endeavor, with North and South America, New Zealand and Australia all becoming revered wine producers in their own right. Now more than ever, the quality of wine is not only what matters. In today's marketplace, a brand's packaging is essential to its success.

*99 Bottles of Wine: The Making of the Contemporary Wine Label* is a celebration of this unique and evolving art form. David Schuemann, Owner and Creative Director of CF Napa Brand Design, reveals the inspiration and strategic thinking behind 99 of the most successful packaging designs from the company's portfolio - from solutions for boutique producers to some of the largest wine companies worldwide. Vivid photographs of the resulting solutions accompany each of Schuemann's narratives, and the book's dust jacket unfolds to become a stunning poster featuring all 99 of the wine bottles featured in the book.

#### About the Author

David Schuemann, author of "*99 Bottles of Wine*," is one of the world's leading experts in wine and spirits label and package design. Early in his career David fell in love with wine while working at many restaurants as a wine trainer and server; at that time he also became an avid personal collector. Armed with a Bachelors of Fine Arts in Graphic Design and a long career in design and branding for some of the most successful and largest agencies in the world, Schuemann found the perfect opportunity to marry his passions for wine and design when he became creative director for CF Napa Brand Design in Napa, California, later purchasing the firm.

Schuemann's design philosophy is based on one simple belief--differentiated strategic positioning? and evocative design combined with compelling? storytelling are essential to establish an emotional ?and cognitive connection between consumer and? brand. Powerful aesthetics and spot-on positioning make the consumer connection, increase? market share and create some of the most successful?wine brands in the world.

Schuemann is a frequent guest speaker at industry events and conferences enlightening professionals and consumers to the stories and techniques that make a wine's package an intricate part of its success. David and his team have worked with some of the world's most famous wineries and tastemakers including Beringer, Joseph Phelps, Duckhorn and Constellation Brands and companies across North and South America, Italy, France, Spain, New Zealand and Australia.

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#### **Randall Blake:**

This book untitled 99 Bottles of Wine to be one of several books which best seller in this year, this is because when you read this reserve you can get a lot of benefit on it. You will easily to buy that book in the book retailer or you can order it by means of online. The publisher of the book sells the e-book too. It makes you easier to read this book, because you can read this book in your Smart phone. So there is no reason for your requirements to past this guide from your list.

#### **Lawrence Gibbs:**

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#### **Daniel England:**

Spent a free time and energy to be fun activity to do! A lot of people spent their spare time with their family, or their friends. Usually they undertaking activity like watching television, likely to beach, or picnic inside park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your own free time/ holiday? Could possibly be reading a book could be option to fill your free time/ holiday. The first thing you ask may be what kinds of publication that you should read. If you want to try look for book, may be the book untitled 99 Bottles of Wine can be excellent book to read. May be it can be best activity to you.

#### **Kent Brown:**

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