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# Wine Packaging Trends

A look at the trends influencing wine packaging design and innovation.

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PACKAGING





# Introduction

U.S. wine total volume is expected to remain relatively flat for the next several years, while value will grow due to price increases and the persistence of the premiumization trend. In the crowded and increasingly challenging wine market, effective package design can help a brand get noticed and appeal to consumers.

This report looks at several key trends impacting wine package design, from authentic storytelling to interactive engagement to environmentally and socially responsible solutions.

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# Authenticity

According to a recent GlobalData study, three out of four consumers consider product/brand authenticity essential or nice to have when making purchase decisions. This attitude is especially true among older generations and higher-income earners, a key demographic for wine sellers. Authentic brands are perceived as genuine, original, and transparent, providing quality assurance and trust. Euromonitor notes, “Currently, wine consumers in the U.S. highlight the benefits of a unique experience when it comes to wine. Since wine prices are already relatively high for consumers, they look for added value, and part of this is the need for authenticity and small-scale production.”

Consumers are increasingly interested in the story behind their wine, and packaging plays a key role in communicating an authentic narrative.

Whether focusing on a winery’s origins, regionality, heritage, production methods, or something else that makes the brand special, package design that shares an authentic message can connect with consumers and “humanize” the brand. Wine label designs with geographic motifs, map symbols, vineyard graphics, and more can help create a sense of place and communicate a regionality or local origin story. Studio One Eleven® developed packaging for PR, a Paso Robles red. The city is known for - and named after - its majestic oak trees. The Studio’s graphic designers created artwork that depicts the beauty and uniqueness of the oak leaf, creating a sense of place and authenticity for this California cabernet. A dramatic color palette of black, gold, and red reflects the wine’s robust, bold flavor, and elegant details like metallic foil and a patterned capsule suggest premium quality.







# Transparency

Today's consumers are increasingly health-conscious and paying more attention to the food they eat and the beverages they drink. They read labels carefully, scrutinize ingredient lists, and pay close attention to nutritional claims. People want to consume better, leading to a growing desire for healthier wines and improved ingredient transparency.

According to a study by the Wine Market Council, 38% of U.S. consumers believe that wines should include an ingredient list.

Given the consumer focus on health and wellness, packaging plays a key role in demonstrating a product's health attributes. Beyond listing ingredients, label designs that clearly communicate calorie counts, lower ABV content, organic certifications, and more can appeal to health-conscious consumers and build trust. Studio One Eleven developed graphics for Chateau Diana's non-alcoholic wine. The large zero graphic and prominent "Alcohol Removed Wine" statement quickly communicate the product's alcohol-free positioning. Smart technology like QR codes allows brands to share detailed information about their products, production methods, ingredients, sustainability initiatives, and more to demonstrate transparency in a more expansive way.





# Minimalism

The wine aisle is filled with package designs of all styles, and while that isn't likely to change, minimalist design is gaining popularity. This refers to brand design that embraces a simple, subdued, and uncluttered aesthetic. For some consumers, minimalist design provides a small mental escape from today's everyday stressors and a visual break from over-stimulation. For others, minimalism signals sustainability, and pared-back design without all the “bells and whistles” aligns with their values of conscious consumerism.

A recent *Journal of Marketing* study of 1,300 packages in the largest supermarket chain in the U.S. found that “consumers often assume that simple packaging signals few ingredients, which enhances perceived product purity.”

Minimal brand design is often associated with premium or “clean” products with higher quality or fewer ingredients. Being selective with front-of-pack copy and imagery maintains a minimal aesthetic that appeals to consumers. Custom and eye-catching bottles can nicely complement minimalist label designs. Studio One Eleven created a custom bottle for Rosae by Bodegas Arzuaga with vertical debossed ribbing that adds uniqueness while maintaining an elegant simplicity that elevates the minimalist label design.





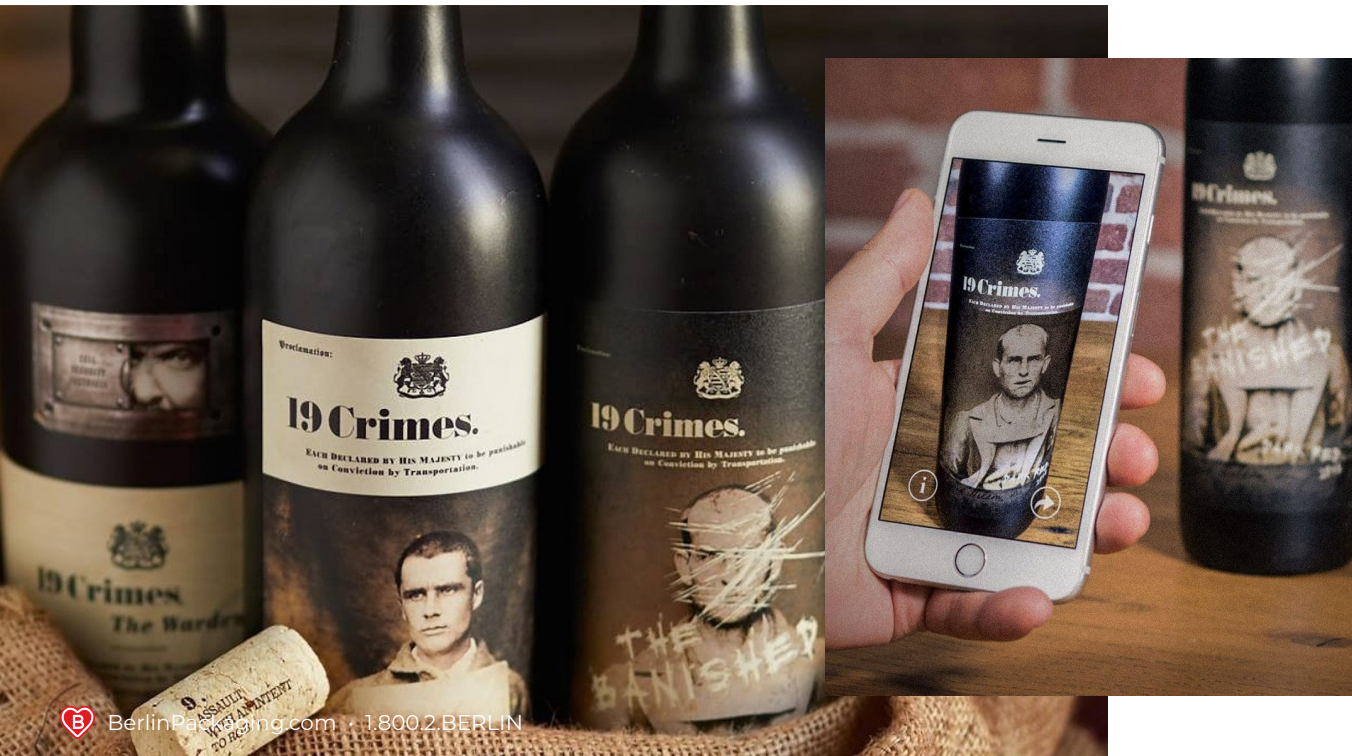


## Interactivity

A recent GlobalData study found that 42% of global consumers are always or often influenced by how digitally advanced or 'smart' the product or service is. As mentioned, QR codes can provide information about a wine or winery. They can also allow for personalized, customized, or seasonal content, including food pairing suggestions.

Younger consumers are especially interested, with one in four Gen Z and Millennials saying that interactive packaging is a key purchase driver.

Beyond QR codes, other innovative technologies can help create unique, immersive, and entertaining user experiences. 19 Crimes, Rabble, and Phantom are just a few brands using augmented reality to bring their wine labels to life. Technology-enhanced labels can also prevent counterfeiting within the fine wine industry by providing product tracing and authentication. According to Sommelier Business, the global market for counterfeit wine is estimated to be around \$65 billion.





# Responsible Design

Consumers want to support brands that align with their values and lifestyle choices, with ongoing demand for environmentally and socially responsible products. Using recycled materials, lightweight bottles, biodegradable inks, and sustainable labels can appeal to eco-conscious wine consumers. Berlin Packaging has a portfolio of sustainable wine packaging options, including our in-house carbon-reduced and compensated Aurelia wine bottle with a quantifiably lower environmental footprint than a conventional wine bottle. We produce Aurelia using furnaces powered by biomethane, a renewable energy source obtained from waste and certified by Eco Power. Along with the Aurelia, we offer the Helium Mixology bottle. Helium is made with lightweight and half-flint glass, which can incorporate up to 75% recycled glass.

Berlin Packaging has a dedicated team of sustainability experts to help brands meet their goals with our expansive suite of [sustainability services](#) ranging from quantitative assessments to sustainability communications strategies and more.

Inclusive and accessible design is also becoming important to socially-minded consumers. Studio One Eleven is proud to have designed the label for Flor de Chasna, incorporating braille to ensure the wines can be enjoyed by everyone. This thoughtful detail demonstrates the brand's strong commitment to fostering inclusivity.





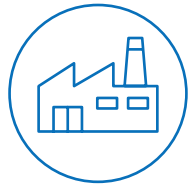


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## Our Business Model

Berlin Packaging combines the best elements of manufacturing, distribution and logistics, and value-added service providers to deliver cost-effective packaging solutions to our customers. Our mission is to improve our customers' net income through packaging products and services. We are the world's largest Hybrid Packaging Supplier<sup>®</sup>.



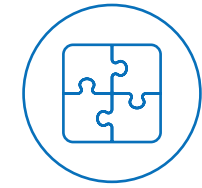
Best Elements of  
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Value-Added  
Specialty Services

## Value-Added Specialty Services

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- Inventory Management Services
- Sustainable Packaging Solutions
- Berlin Financial Services