



Ideas

Behind the Wine Label Design: Winemakers Selection

It's perfectly okay to try a wine based on its label. Even more so if it's one of these stunning designs.

By: Walmart Ideas Editors



Picking out a bottle of wine seems like it should be a simple process, but it often isn't. Our [Winemakers Selection of wines](#) feature highly drinkable wine for any occasion. Each wine in the Winemakers Selection has been carefully curated from the best wine regions of the world to bring you exceptional taste at an affordable price.

Also, the labels are pretty cool too.

We think it's perfectly okay to try a wine based on its label. Even more so if it's one of these stunning designs. A lot of thought and intention has gone into reflecting the history of the wines and regions they came from through the labels. These stories and influences make fun conversation starters at your next dinner, or can be the not-so-secret decoder that brings just a little bit more to your wine drinking experience.





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Sparkling rosé



Visuals from historic France such as elegant filigree are matched with modern but delicate florals to rework the traditional just a little to say “classic,” but in a fresh and contemporary way. The clear bottle highlights the beautiful pale salmon pink color of the wine.

Syrah





This syrah hails from the Pays d'Oc wine region in France that neighbors both the Pyrenees Mountains and the Gulf of Lion in the Mediterranean Sea. France is known for its colorful countryside, and this label uses a watercolor effect to evoke the geographic beauty and distinctive landscape of the region. The mountain effect on the label is die cut, creating a dramatic contrast between the crisp blue-and-white label and the dark red wine.

Grenache rosé



The grapes that make this grenache rosé wine are harvested at night when the temperature is cool. This preserves the subtle fruity characteristics of the wine and prevents oxidation. The dreamlike quality of this label is inspired by the night sky: the time of harvest.

Sangiovese



An Italian red “super Tuscan,” Sangiovese derives its name from the Latin *sanguis Jovis*, “blood of Jove,” which refers to the ancient Roman god of sky and thunder and also the king of the gods. The heroic symbol on this wine label is the astrological symbol for Jupiter (another name for Jove), and the coloring mimics the atmosphere of the planet Jupiter.

Chianti Classico



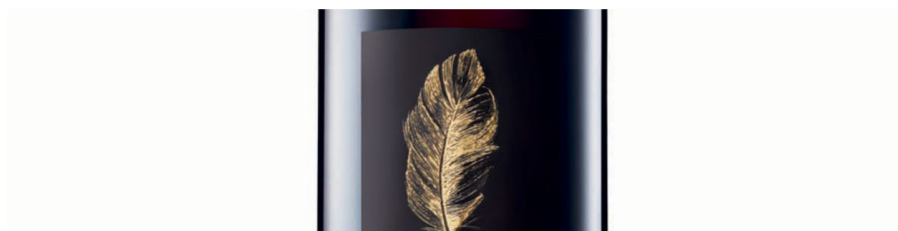
From the oldest and most genuine wine region in Italy comes Chianti Classico. This wine label brings forward classic Italian designs and a rich sense of history and exploration. Printed in a textured paper stock, the label depicts Giovanni da Verrazzano, a famous explorer of North America, born in Chianti. He's flanked by a sailboat and a compass, key tools of exploration during the early 1500s when Verrazzano sailed. Chianti Classico marks a bridge between the Old and New Worlds built over time by explorers like Verrazzano.

Chianti Riserva



This marbled wine label design takes inspiration from marble quarried outside the city of Carrara in Tuscany. Since the time of ancient Rome, Carrara marble has been used by sculptors throughout the world, and many famous Renaissance sculptures are carved from it. Tuscany is also famous for its Chianti, so this Tuscan pairing perfectly represents this Chianti Riserva, a wine steeped in history. The elegant textures of this label reflect its regional heritage.

Cabernet sauvignon





The gold feather on this Paso Robles cabernet sauvignon represents the golden eagle, a bird revered by the ancient people of California's Central Coast region, where this wine was created. Paso Robles is located halfway between San Francisco and Los Angeles in California's beautiful Central Coast, and this wine reflects the blending of the history and culture of both areas.

Cabernet franc



Never forget your roots. In 1997, DNA science was applied to grapevines. It traced cabernet franc as a parent to the popular cabernet sauvignon. The wine label design depicts the story of how the hardy cabernet vine roots adapt to their environment. The illustration of the root formation pays homage to this and references the roots and parentage of wine grapes.

Grenache



Water sculpts the limestone plateaus and gorges of the Cesse Valley in southern France where this wine is made. This porous terrain allows vine roots to bury deep for water to escape the hot Mediterranean sun. In the evening, the ground radiates the heat from the day back into the vines to keep them at a near-constant temperature; and the grenache grape thrives in these hot and dry conditions. This label's watercolor style reflects the beautiful and multi-layered soil and sediment patterns that help the vines grow.

Red blend



This vino rosso is inspired by the classic and stylish sensibilities of Italian design. It mixes tradition with modern and contemporary, old and new. This wine is a blend of red from across the most important Italian wine regions (and grapes): Puglia (primitivo), Abruzzo (montepulciano), Sicily (nero d'Avola) and Veneto (merlot).

Please drink responsibly.



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