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## St. Julian Releases New Bottle Labeling Concept for its Award-Winning ST.J Brand wines



To show off their award-winning ST.J brand wines, St. Julian Winery in Paw Paw Michigan has collaborated with Flowdesign ([www.flowdesign.com](http://www.flowdesign.com)) of Detroit to redesign the product label. Gone is the paper label that disintegrates when it's wet. The new packaging is an organic applied ceramic process provided by Vitro Glass ([www.vitro.com](http://www.vitro.com)) of Dallas, TX, – one of the world's leading glass producers. "The design used the single grape leaf identity carried over from the original label to help keep

brand recognition,” says Dan Matauch, principal of Flowdesign. “We created a custom hand-illustrated two color leaf with no background to give it a clean, elegant look that pops off each glass color. “The design also features a solid black horizontal band that wraps almost 360 degrees which allows the ST.J font to really stand out as the focal point of the label. “Flowdesign’s experience in brand redesigns, the spirits industry and applied ceramic labeling helped make the entire process move smoothly from initial concept to final production,” says St. Julian President David Braganini. The family-owned St. Julian winery, founded by Mariano Meconi in 1921, is nestled in the picturesque fruit-growing region along the southern shore of Lake Michigan. Today, grandson, David Braganini, has adopted the family tradition of winemaking while turning St. Julian into Michigan’s most renowned winery. As one of 11 wineries to make up the Lake Michigan Shore Appellation – a designated American Viticultural Area (AVA), St. Julian has been instrumental in the creation and advancement of the Southwest Michigan Wine Trail, the marketing vehicle for this group of wineries.

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