

CHRONIC CELLARS

2019 PINK PEDALS

NEW PACKAGE



Refined skull icon

Slate grey color and subtle detail on capsule

Higher quality, screwcap bottle

Clear call-out to Paso Robles

Focused, artistic design that helps highlight the hand-crafted artwork

Refined color palette and added "white space" to emphasize quality

New logo with cleaner, elevated font with a bit of Chronic quirk

Showcase varietal on front label

Elevated paper treatments (thicker paper stock, emboss/deboss, metallic ink)

FOR US, IT'S IN OUR BONES.

Find more wines with character at CHRONICCELLARS.COM

