

CHRONIC CELLARS

Purple Paradise

NEW PACKAGE



Refined skull icon

Slate grey color and subtle detail on capsule

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

Showcase varietal on front label

Clear call-out to Paso Robles

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

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

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

FOR US, IT'S IN OUR BONES.

Find more wines with character at CHRONICCELLARS.COM

