

# CHRONIC CELLARS

*Sir Real*

**NEW PACKAGE**

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)

Refined skull icon

Slate grey color and subtle detail on capsule

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

Clear call-out to Paso Robles

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](http://CHRONICCELLARS.COM)

