

JELLY JAR

2018 RED WINE
CALIFORNIA

NEW PACKAGING



Red label with white capsule to stand out on shelf within the bold category

Inclusion of tagline on front label

Original Jelly Jar illustration preserved and enlarged and on white background to increase visibility

New logo that elevates brand visibility and communicates it's fun, casual, fruit forward style

Varietal and appellation more boldly communicated

Subtle raised dot pattern increases price perception and adds interest



Carton updated to reflect new bolder packaging and stand out in floor displays

MAY YOUR GLASS ALWAYS BE HALF FULL
WWW.JELLYJARWINES.COM

