



Alice White uncorks packaging update for Australian wine

Alice White, a leading Australian wine brand produced by Centerra Wine Co., debuts a new, vibrantly colored package for its popular line of varietals and is also introducing three new wines: Riesling; Pinot Noir; and Red Lexia. The labels are designed by **Heather Sagoupe** at **HKA** (www.hkadesign.com) in San Francisco and feature warmer, brighter, richer tones with enhanced Australian cues. **Cameo** (707/935-0202) provides the 60# cold-glue Chromolux labels for the 750-mL and 1.5-L bottles, and **LSK** (www.lsklabel.com) provides the labels for the 187-mL size.

Label graphics, featuring a "contemplative" kangaroo, are offset-printed in seven colors plus a four-color process. Retooled by **Saint Gobian Containers** (www.sgcontainers.com) with a taller shape, a deeper punt and what the company says is a handsome bar-top finish, the bottles incorporate a colorful vinyl capsule from **Maverick** (www.maverickcaps.com). The capsule color-codes the varietals to match the color scheme of each label. The results have a more captivating look, Alice White says, and convey the colorful and quirky spirit of Australia. Notes Mary Wachowicz, associate brand manager, "We're pleased to launch the varietals in such hip packaging."

Alice White's bottle colors include flint for the Riesling and Lexia wines, "deadleaf green" for Chardonnay and Semillon-Chardonnay, and antique green for Cabernet Sauvignon, Cabernet-Merlot, Cabernet-Shiraz, Merlot, Pinot Noir, Red Lexia and Shiraz. Each new flavor embodies the Alice White style of "fruit-forward, easy-to-drink" wines. Riesling is an Australian specialty fast gaining traction with American consumers, and Pinot Noir is the fastest-growing varietal in the U.S., according to data from **Information Resources, Inc.** (IRI [www.us.infores.com]). Red Lexia is aromatic with soft, red-fruit flavors.