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David Schuemann

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99 Bottles of Wine: The Making of the Contemporary Wine Label illuminates the creative process and positioning behind some of the world's most iconic wine labels. Melding story, heritage, imagination and marketing with evocative design, Napa-resident and author David Schuemann, owner and creative director of CF Napa Brand Design, reveals the inspiration and strategic thinking behind ninety-nine of the most successful wine labels--from solutions for boutique producers to some of the largest wine companies worldwide. Rich stories of the wineries, people and history combine with stunning photography for an enchanting read.

Along with a dust jacket poster of each of the featured wineries and a foreword by Agustin Huneeus, the renowned creator of Napa Valley's Quintessa Estate, *99 Bottles of Wine* offers wine lovers, serious collectors, and design aficionados a rare, behind-the-scenes look at how contemporary packaging and innovative design are driving the success of today's leading wine brands.

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