

## Calypso Boxed Wine

Giusto's Family Vineyard, a successful, high-end winery in Napa, California is looking to expand to a younger demographic with Calypso Boxed Wine. This eco-conscious business would like to utilize their grapes not picked at peak season by tapping into the growing boxed wine market. While Giusto's Family Vineyard would like to keep their association to Calypso hidden, their commitment to excellence is the same. Marketed towards 21-30 year olds, Calypso would like to introduce a fresh take on boxed wine. The packaging should reflect a lower price point and a non-pretentious attitude while capturing the spirit of enjoying great wine with great friends.

Boxed wine has been growing a better reputation over the years for many reasons. It's economical, lightweight, and portable enough to take to take anywhere. In addition, it can stay fresh on the counter or in the fridge for weeks after opening. Calypso would like to dominate the boxed wine market and they believe a good price point and a youthful following will help them get there.

### **Text to be included on front of package:**

Calypso Wine  
Break out of the bottle  
Eco-Friendly Vineyard  
Napa, California  
Crisp and Refreshing  
Stays fresh for 6 weeks after opening  
Four bottles of wine in one convenient box  
No corkscrew necessary  
3 Liters  
2016  
Half the carbon footprint of glass bottles  
Net weight 101.442 oz

### **Project specifications:**

Final trimmed size: 8.25" x 5.5"

### **Colors:**

You may choose to make your design one color or you may choose to create a multicolored front panel. Images and/or illustrations are permissible.

### **Design requirements:**

Create a typographic design that combines 2 typeface families, flourishes & vector elements (lines, dots, patterns, etc.).

Make sure you create a hierarchy of information. Don't let the ornamentation overpower the type. Solve the type & ornamentation hierarchy first before you add imagery and/or color.