



WINES & VINES PACKAGING CONFERENCE

SESSION FOUR

# BRAND DEVELOPMENT FOR PRIVATE LABELS AND BULK WINE

**MODERATOR:** Andrew Adams

**SPEAKERS:** Aaron Fein  
Marc Gallo  
Cynthia Sterling



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SESSION FOUR  
Sponsor

**WB  
WE**

**World  
Bulk Wine  
Exhibition**

GENUINE WINES, GLOBAL BUSINESS



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# PRIVATE LABELS ARE *BRANDS*

Cynthia Sterling, Creative Director  
Affinity Creative Group





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# ~~PRIVATE LABELS~~

## EXCLUSIVE BRANDS:

- Have unique labels
- Convey quality and credibility
- Have a story to tell



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# Real Brands Have Unique Labels





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# Real Brands Have a Story to Tell



Before



After



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# Real Brands Convey Quality and Credibility



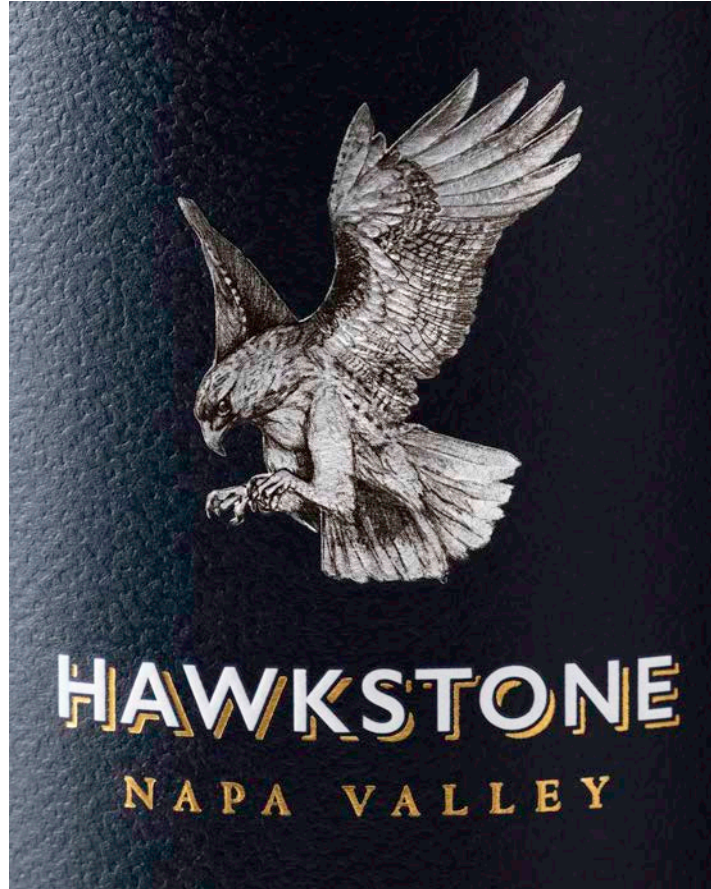
Before

After





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Yountville, CA | August 8, 2019

#wvpack



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