

# CAPE COD WINERY

BETTER LABELS LEAD  
TO BIGGER SALES





## A FACELIFT FOR THIS FAMILY-OWNED WINERY'S LABELS HELPED LIFT ITS BOTTOM LINE

New England is famed for its cranberry bogs and strawberry fields — and now the family-owned [Cape Cod Winery](#) aims to put regional vintners on the radar, too. Thanks to a recent collaboration with Resource Label Group, business is booming.

**The client:** Cape Cod Winery (Falmouth, Mass.)

**The problem:** Inconsistent labels that were incongruous with the winery's quality and the owners' ambitions

**The solution:** An elegant redesign featuring strategic embellishments, resulting in templated labels that were easy for the client to use going forward

When Pete and Erika Orlandella first purchased the Massachusetts-based winery in 2013, they relied on basic facestocks to label their products. As they cultivated their commercial footprint, they outgrew their original labels (pictured below), which no longer matched their brand vision. They knew they needed something better, but they didn't know how to go about creating a label that could take Cape Cod Winery to the next level.

The timing was perfect. Resource Label Group had just acquired their go-to label printer, and the Orlandellas were about to experience the 180-degree difference that a powerful partner can make for rebranding [wine labels](#) with a premium facelift.



# A ROAD MAP FOR UNIFYING A DIVERSE FAMILY OF WINE PRODUCTS

Resource Label Group Solutions Consultant [Ryan Dunlevy](#) headed to Falmouth to visit Cape Cod Winery and the Orlandellas in person. He joined the family in the kitchen of their renovated 1800s farmhouse.

After listening to the Orlandellas lay out their goals, one thing was immediately clear to Dunlevy: Cape Cod Winery's labels differed too much from product to product, fragmenting the brand and missing an opportunity to tell its story. The family wanted a more sophisticated label that worked across their growing line of bottled and canned wines.



“ This project was all about translating a client’s vision into a reality. They may not know how to get there, but they know it when they see it. ”

— Ryan Dunlevy

Solutions Consultant, Resource Label Group

Dunlevy then set to work on a road map for delivering custom labels to meet the Orlandellas’ objectives. The way he saw it, they needed design help for creating a flawless, uniform label for every varietal they produced. They also needed to see and feel sample labels to get a sense of how their product would look and feel. And in addition to labels for traditional wine bottles, their canned wines needed attention as well.



## DESIGNING A CONSISTENT RANGE OF WINE LABELS

Cape Cod Winery needed unique [pressure-sensitive labels](#) for their suite of red, white, rosé, sparkling and canned wines — with consistent branding across the entire line. This started with templating their labels and figuring out how to tell a cohesive brand story.

Dunlevy and Resource Label Group suggested a [production design](#) featuring:

- **Common colors:** While unique colors help brands stand out, uniform color schemes across a family of products can tie brands together through cohesive visual storytelling.
- **Strategic sizing:** To maximize the number of labels on a press, Resource Label Group scaled the labels to fit more onto each sheet. This resulted in increased cost-efficiency during the printing process.
- **Inventory management:** Resource Label Group established a custom ordering routine that minimized risk and increased cost efficiency.



## SEEING — AND FEELING — IS BELIEVING

While navigating a rebrand with a skilled designer at your side is helpful, digital mockups are no replacement for the real thing. That's why Resource Label Group sent fully embellished samples to Falmouth so the Orlandellas could see – and feel – for themselves.

With the samples in hand, the Orlandellas could touch and feel a range of embellished estate paper facestocks and examine each in changing light. Better yet, they were able to apply the prototype labels to their bottles and compare them side by side with their existing ones. This game-changing exercise reinforced their confidence in the final product.

After weighing their real-life options, the Orlandellas settled on a few touches that elevated their product and made interacting with their wines a premium experience. These included:

**Elevated facestock:** They upgraded from basic estate stock to a heavier, premium welded estate stock with a tactile effect. The welded stock emerged as the winner because it held up during real-life testing in a refrigerator and ice buckets.

**Hot foil stamping:** This attention-grabbing technique was applied in a color tint that drew attention to the brand's elegant lettering and distinct mermaid logo.

**Tactile varnish:** Coatings play a critical role in protecting the life of any label, but Cape Cod Winery also used it to add depth, dimensionality, and texture.

With the details finalized, Resource Label Group pivoted to rapid production, ensuring Cape Cod Winery would have its rebranded wine labels ready for debut just in time for the oncoming flocks of seasonal tourists.

**Related reading:** [How fully embellished samples help wineries preview their final label](#)

## A SMASHING SUMMER SUCCESS

The Orlandellas absolutely loved their new labels. But they also knew that the truest marker of success hinged on their reception among customers.

They released their new label in time for summer. The response was swift.

In their tasting room, visitors lingered over the winery's new eye-catching labels. And not long after customers began sharing photos of the new-look product, Cape Cod Winery gained thousands of new social media followers and read comments raving about the revamped labels.

This active brand engagement only strengthened their presence, making them easier for summer crowds to enjoy.

**But best of all, their wines flew off the shelves and sales skyrocketed.**

The impact of the new labels surprised the Orlandellas. They knew a rebrand was necessary but underestimated just how effective a new label could be in boosting their bottom line.

Now, Cape Cod Winery has the premium look it needs to claim a permanent foothold in its charming seaside community — and it's all because of its successful rebrand.



### Yes, We Can

The bottled wines weren't the only products to get a makeover. The team realized Cape Cod Winery's canned wines needed a facelift as well. The Orlandellas, having seen the effect of the new bottle labels, put their trust in Resource Label Group to select colors that utilizes the new uniform design scheme for each varietal and the right technologies to elevate the canned versions.



## UNCORK THE NEXT LEVEL OF WINE LABELS

The perfect wine label ripens the potential of your brand into the experience you want to create for your customers. And the best way to get there is with the right label partner.

Whether you're located in a famed wine region or in an up-and-coming one, you can find a Resource Label Group [location](#) near you. Wherever you're based, you'll have an experienced label team behind you that knows exactly how to execute even the most challenging label projects — and we're always looking for opportunities to help customers grow their brand.

Want the Cape Cod Winery treatment? Call Resource Label Group at [1.888.526.8177](tel:18885268177) or [contact us online](#) to talk about your wine labeling project. Already have a good idea of what you want? [Request a quote.](#)

