

Forbes

The Coolest Wine Labels of Fall 2016

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by Katie Kelly Bell, October 10, 2016



Tank Garage Winery, The Heavy, Napa Valley Cabernet Sauvignon, 2014

According to the winery: “We partner with artists and illustrators to create unique label designs for each bottle to showcase the stories and embody the taste of the wine blends.” Guessing this is a full-bodied red with some punch.

Certainly it’s exciting to see popular artists featured on labels, but I am a fool for a good student-driven art contest, and the limited edition three-bottle gift set from Argyle is exactly just that—the result of a collaboration with Pacific Northwest College of Art. It features artwork from three students, who also received scholarships from Argyle for their label artistry: Ann-Marie Christin Engleberth, Lindsey Walker and Subin Yang.

As a final note, the labels selected and featured are chosen based on their eye-catching aspects—whether it be color, texture, shape or tone. Labels that tell a story, or invoke and emotion are even better. The wine world is a competitive one and shoppers are typically influenced in the first five seconds. Your wine has to be a stand-out to make the cut. Of course, truth is, some of the best wines I’ve ever tasted were from bottles with very lackluster labels. In the end, the taste is the only thing that matters. For now, enjoy the gallery below.