

Welcome Home, Vermont Vines!

Branding Strategy by Kayleigh Arthur, Amanda Merlo, Todd Steiner and Taylor VanDyke

Salience is what the consumer associates with a brand, and these associations can help make or break the brand's image. Vermont Vines wants to be associated with laid back, Vermont-esque brands such as LL Bean, J Crew, Starbucks, Volvo and Pottery Barn. These brands appeal to the target market Vermont Vines is looking to reach, which are financially comfortable, middle aged men and women.

Vermont Vines is looking to be a higher end brand of wine at a lower price point. Not only do they want to wine to be high end, but they want the experience you get at the winery to match this feeling of quality. The price of Vermont Vines wines will likely fall in the same range as other local wineries, but what sets Vermont Vines apart will be the welcoming experience they provide. Vermont Vines is a family winery, and they want to make this feeling consistent from the label to the location.

Imagery represents the customer's attitude towards the brand. We want the imagery to resonate with upper middle class families, which we represented in our project. Vermont Vines image is meant to attract professionals and locals, but also wants to appeal to out-of-towners who are coming to Vermont to ski, and sight see with money to spend.

As a winery in Vermont, there are fewer competitors for wineries then in a place like California or even in Long Island, NY. This is almost a disadvantage for Vermont Vines because there might be a certain degree of brand loyalty. Some of the competitors are Boyden Valley, Shelburne Vineyard and Putney Valley Winery.

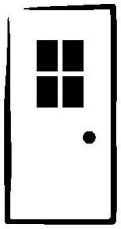
The feeling customers get when they come to Vermont Vines are extremely important. Vermont Vines wants to have a welcoming feeling, as if you are going to the home of a friend or family member. The décor of Vermont Vines will have a Pottery Barn type of feel, with a dogs and kids running around. We picture Vermont Vines smelling like fall and cinnamon, or maybe freshly baked cookies. These will help the customer associate Vermont Vines with happy memories of family and friends.

Values are very important to the owners of Vermont Vines. They are a socially responsible and local company, and they want this to remain consistent throughout the brand. Vermont Vines values family above all else and that is something that needs to be represented by the brand, because it is at the core of the owner's beliefs.

Brand Evolution

Name Ideas:
Vermont Vines

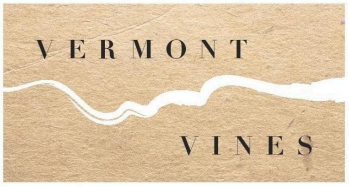
Logo Concepts:



vermont
vines



VERMONT
VINES









Tent Card

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Business Card





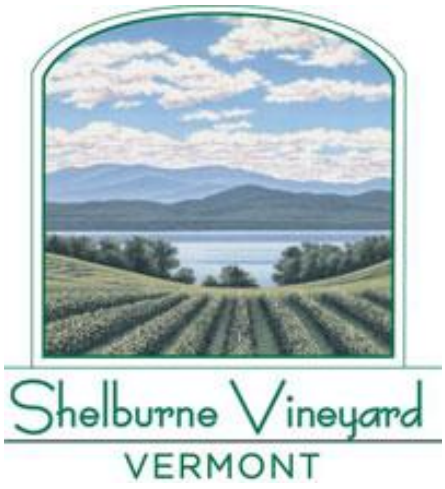
Back Label Prototypes

The back label should connect the consumer to the company on an ethos and pathos level, by telling the story of Vermont Vines; what they believe in and who they are.

Competitor Analysis

Shelburne Vineyard (VT)





Performance:
Shelburne Vineyard is located on Shelburne Road in Shelburne, Vermont, which is just South of Burlington. Founded by Ken Albert and Scott Prom in 2000. Wines are made

out of grapes designed for colder climates, but most of the grapes are not from their actual vineyard. Wine is priced between $14 to $22 and up to the $40 for dessert wine.

Features:
They sell seven types of white wines, one rose, three reds, and one dessert wine. Other than the wine itself, they also have a tasting room and tours where they sell the product and other Vermont goods. A wine tasting costs $7 per person. The grounds of the vineyard can also be rented out for events such as weddings and photoshoots.

Conformance Quality:
Shelburne Vineyard is well known and loved as far as the wine industry goes in Vermont. While not all the grapes are grown at the Vineyard or even in Vermont, they use similar types of grapes that Vermont Vines grows. Such as: marquette, st. croix, lacrescent, prairie star,vidal blanc, riesling, arctic riesling, and petite pearl. These types of grapes are hybrids made to withstand the cold Vermont climate that frequently will dip below zero and extreme climate change due to our four seasons.

Reliability:
Overall, Shelburne Vineyard is very well received by the public. Their Facebook page has 3.697 likes and 7,001 people have checked in. Rating wise they have a 4.6 out of 5 stars out of 235 reviews. Yelp has a similar response with four stars from 35 reviews. Any less than positive review was about the atmosphere or employees, but still praised the wine's taste and quality.



Durability:
This winery is 15 years old, although it was in the beginning phase before even then. It has consistently grown in popularity through the years and is a hot spot of Vermont

tourism which is not a dying industry. The tasting room is open year round, although the hours change depending on the season.

Serviceability:
Shelburne Vineyard tries to appeal to a wide demographic of tourists and locals by offering wine tasting, cheese plates, local goods and art, a great location and by hosting several events a month. For example they were just part of the Wine and Food festival and in the beginning of December they will be part of a holiday craft fair. They really appeal to the mom and grandmother demographic.

Style and Design:







Boyden Valley Winery (VT)

BOYDEN VALLEY WINERY
& Spirits



Performance
Boyden Valley Winery is located in the Lamoille River Valley of Cambridge, Vermont. Currently ran by David and Linda Boyden, the winery has been tended by the Boyden family for four generations. The grapes and other fruits they ferment are all locally grown. Boyden Valley produces a Vermont product at a solid mid-range price. Their vines are tended by hand and the business has stayed in the family. Boyden Valley

Winery prices their wine at $17-$19 per bottle. Their Vermont Ice Wine's run higher at $60 a bottle.

Features
Boyden's wine selection includes 3 reds, 2 whites, 1 rose and 4 fruit wines (Cranberry, Blueberry, Rhubarb and Maple Reserve), as well as a variety of dessert wines, Vermont Ice, Cider Wines, cream liqueurs. With this, Boyden has a large variety of grapes they grow that create their wines. The winery also sells maple syrup that they make on property. The Boyden property features an 1875 Carriage barn, 8,000 vines and 100 acres of maple trees. The Boyden Valley also sells milk and beef - which is separate from the winery but still on the same property.

Conformance Quality
Boyden Valley Winery is one of the quintessential Vermont wines. They are nestled in the mountains and are a Vermont Product which attracts locals and tourists alike. Boyden was created and continues to be nurtured by generations of a family. They also sell maple syrup - a Vermont staple - and feature numerous varieties of wine and are priced in the same window that Vermont Vines aims for. Boyden Valley focuses on grape varieties that fit the climate and terroir of northern Vermont. The grapes have been trained to withstand temperatures as low as 35 degrees below zero. Still, they also take advantage of the weather (cold, ice, etc.) with their ice wines since not all grapes are durable throughout the long winter months. Boyden offers a Maple Reserve Wine - which is beneficial since the maple sugaring season falls opposite of grape season. As for the physical aspects of the winery, their tasting room and property is very homey, welcoming and rustic.

Reliability
Boyden Valley Winery has created a product that keeps their customers coming back time and time again. Their variety of wines, wine labels and the feel of their property keeps their brand consistent regardless of the season. Boyden Valley Winery has numerous reviews online on sites like Yelp!, TripAdvisor and The Passionate Foodie blog - they are almost all positive. The negative reviews have to do with the workers at the winery and not the wine itself.





Durability

The winery has been around for over 100 years and continues to be open year-round for tasting and tours. Their time in the industry has led to their own tradition of winemaking techniques and blends of wine all their own. The wine is fermented in French oak-casks to create their European-style wines.

Serviceability
Events are another highlight of the vineyard are the events they hold. Boyden Valley hosts an annual Harvest Festival in mid-late September and a Maple Sugar Festival in late-March. Boyden Valley is also a wedding destination. The Barn at Boyden Farm with the backdrop of the Green Mountains would take anyone's breath away.

Style and Design
Each variety of Boyden Valley's wine and alcohol products has a different label to go along with it. However, despite the differences, each label ties into the bigger picture, feel and consistency of the winery. Even from this picture to their current labels, the fruit reserve wines (2 and 4 in the first image) have been updated to be more rustic with watercolors - as you can see in the latter images.





Cellardoor Winery (ME)

CELLARDOOR
WINERY
Lincolnville, Maine
Live your life. Be who you are. Drink good wine along the way.™



Performance
Cellardoor Winery is located in Lincolnville, Maine. The property and winery are owned by Bettina Doulton, who also founded the Maine Wine Guild and Wine Trail. They create a story based upon their symbol/logo that a hobo inscribed in the farmhouse door in the early 20th century, signaling that it was a warm and welcoming place. Because of this, the winery focuses on creating a warm and welcoming experience for all of its visitors and customers. The wine is made from small, handcrafted batches made from grapes sourced from “premier vineyards” across the country (Washington, New York and California) and local Maine blueberries. It can be bought mostly in restaurants, bars and some retail locations in towns close-by to Lincolnville. VinoShopper is also utilized to shop wine to out-of-staters. A bottle of Cellardoor Winery wine ranges from $10-27.

Features
The winery features a wide variety of wines including 10 reds, 8 whites, 4 specialty wines (maple syrup, brandy-infused, rose and blueberry). The property is 68-acre, 200 year-old farm that houses a 1790s barn which serves as the winery and gift shop in Lincolnville. Cellardoor also offers The Villa, which is an in-town tasting room and gift shop.

Conformance Quality
Cellardoor Winery’s vineyard and wines feature cold, hearty hybrid grapes developed to withstand Maine’s climate. The website does not name a variety of grape, but they sound similar to the Frontenac grapes that Vermont Vines uses. As far as physical elements go, the property is gorgeous, as is the barn. However, no pictures of inside the barn or The Villa are shown. The natural landmarks and the concept of the barn are more important to the brand than the elements of the inside. One can imagine that the inside of the barn is full of restored wood and other beautiful, rustic elements that fit it into the Maine lifestyle. The Cellardoor Winery brand really emphasizes that Maine lifestyle and how they integrate it into their wine: the hearty grapes, the extreme climate, the challenges they face are all incorporated into the product they create. The Maine-appeal is much like the Vermont appeal, attracting tourists and locals alike. While it’s hard to see “Maine” in the labels, it’s certainly weaved into the elements of their website

Reliability
Even though Cellardoor Winery seems to operate a lot off of tourists, their customer base is strong. Bettina even posts encouraging and thankful things on the Facebook page geared towards her customers rather often. Cellardoor Winery has reviews on sites such as Yelp! and Tripadvisor. The reviews were mostly positive, commenting on the grounds, the views and the wine. Many reviews encourage people to visit and through the pictures they post of their events, it’s obvious that people love the winery. However, the two separate locations confused many visitors - more likely than not tourists - when trying to find the winery.





Durability
The Lincolnville, Maine property that is now Cellardoor Winery was purchased by Bettina in 2007. Since then, the vines have been replanted (no-explanation of this was offered on the website) in 2008 and the barn renovated. The winery has experienced at least 3 years of sustainable wine production. However, their hours differ very much throughout the year depending on if it's in or off season, winter or if the vineyard is just closed.

Serviceability
Cellardoor Winery also holds events on the property. They offer classes such as food and wine pairings; special events such as their annual Harvest Party and Homeward Bound party, weddings are in their mix, too; as well as they host private events.

Style and Design
The style and design of Cellardoor Winery is very classic in the left picture (specialty wines) and more homey in the right picture (reds and whites). This could be confusing for a customer but also highlights the differences in their types of wines.





Savage Oakes (ME)



Performance
Savage Oakes Winery is located in Union, Maine and is owned by husband and wife, Elmer and Holly Savage, along with their 2 sons. The 95-acre farm was purchased from Elmer's parents, and they began to raise cattle and grow blueberries, but knew they had to do more in order to be profitable. They started growing grapes in 2002 and now have four acres of vines and 10 different grape varieties. Additionally, Savage Oakes produces a high quality, homemade wine at a low to mid range price range. Savage Oakes is able to keep their prices low because they are comfortable in their market and have a loyal customer base from both in and Their wines are sold in local stores throughout Maine, and they also sell their wine online through Vino Shipper for out of state customers. Savage Oakes wine is priced between $12 and $20.

Features
Savage Oakes has several varieties of wine with 4 white wines, 2 rose wines, 5 red wines, and also 2 blueberry wines. Another feature of Savages Oakes Winery is are all of the animals they have on the property, giving it a true farm feel. In recent years they have also begun to sell meat from the naturally raised animals on their farm, and they have an extensive list of different cuts of beef and pork.



Conformance Quality

Some similarities between Savage Oakes and Vermont Vines are their overall homey aesthetic. Ironically, it is a husband and wife run vineyard as well, and they also have 2 sons. Although this winery is located in Maine, they are trying to sell the same “feel” as Vermont Vines, because the tourism in the two states are quite similar. People come to Maine and Vermont for comparable reasons (foliage, outdoor activities, family friendly environment etc), making the competition between these vineyards somewhat fierce. Savage Oakes is a well-established and well-known winery in the Maine area, giving it a leg up on Vermont Vines.



Reliability
Savage Oakes has made a name for themselves over the last 10 years they have been producing wine in Maine, and prior to that the Elmer family was known for their farming. The winery is open Mid-May through October, and they have special hours and events during the winter months.

Durability
“The south-facing sloping hillside catches long hours of sunshine essential for ripening, while the ever-present breezes maintain the airflow needed for vine health and frost protection.” Although Savage Oakes is not open through the whole year, they have taken steps to insuring the harsh winter months do not affect their crops for the next season.

Serviceability
Savage Oakes can be used as a venue for a number of events, including an annual summer concert series. On average Savage Oakes hosts 1 to 2 events per month of their season.

Style and design



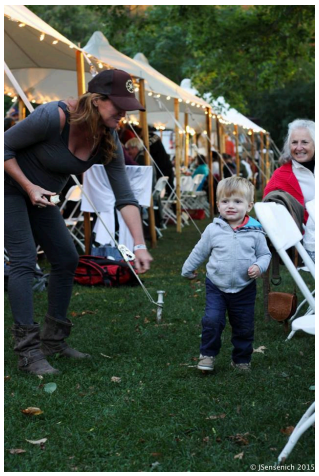
Event Theme: Pop the Cork Localvore Festival

Tagline:
Eat local, drink local with Vermont Vines.

Location: Vermont Vines
Date: Saturday August 27, 2016
Time: 11 AM - 5 PM

Presented by Vermont Vines, Pop the Cork Localvore Festival is a one-day celebration full of local food and the vineyard's wine. Taking place from 11 AM - 5 PM at the Rockingham, Vermont vineyard property, the brand launch event is complete with food trucks, small plates/tapas, tours, local musicians and artists and wine tastings. It will be similar to having a giant farmer's market on the Harriman's property - with the focus being on the local, Vermont elements, namely the Vermont Vines wine. The event, like the wine, will be all local, all Vermont. It is inspired by Vermont's Eat by Northeast even that happens every September in Burlington, Vermont. Eat by Northeast is a weekend-long event full of music, local food, tastings and classes with 100% of donations going towards local food organizations.







The feel of the event should be laid-back, but classy. As well as welcoming possible to people of all ages. Each attendee should feel comfortable on the property and all the separate elements should feel like home. From the wreath incorporated onto as many of the doors as possible and round wooden tables for seating to smiling faces and handmade elements (signs, etc.), the entire Vermont Vines property should look authentic, while incorporating rustic chic. The goal is to create a sense of community between everyone at the event so they love the atmosphere and the people enough to come back again for the Harvest Gathering in mid-late September.





The local elements of Pop the Cork Localvore Festival, including the food trucks, the artists and music, will be based out of both Springfield and Rockingham, Vermont area. For the social responsibility aspect of the Vermont Vines business, half of the proceeds from this event will be donated to Our Place (10%) and Springfield Family Center (10%). The other half will be put back into the vineyard for future events. Other donations will also be encouraged.

The food trucks and other vendors at Pop the Cork Localvore Festival will be pulled from the local Bellows Falls Farmer's Market repertoire as well as the surrounding area. The list includes but is not limited to Sawyer's Artisanal Cheese, Harlow Farm, Two Neanderthals Smokin' BBQ, The Valley Cafe, The Downtown Grocery and Springfield Co-op. Many of these vendors may be already booked to be at the farmer's market that day so some non-farmer's market associated food options were chosen.

Similar to the food vendors, the art vendors and music at the festival will also have local roots. Artist booths will be set up among the food vendors and will include Stacy Babb, a local artist who creates original pieces and jewelry; Old Bridge Farm, a woodworking farm who makes classic Adirondack furniture and Robert J. O'Brien, who paints watercolor cards. Any other artists - painters or potters - are welcome, too if the Harriman's know them. As far as music, two live bands will be featured at the event. For the other duration of the time, a carefully crafted playlist of upbeat, folk music will play from speakers. In the early and late afternoon, the bands will be featured: Rick Redington and Gypsy Reel. Both bands are Vermont based and will add to the family-friendly, rustic chic, upbeat vibe of the day's festivities.

Near the entrance to the barn/house for the tastings, Stacy and Chuck will have an information booth set up. They will direct people to the tastings; talk to attendees; give information about the business and the property. Similar to Eat by Northeast, once every hour Chuck and Stacy will give Localvore Chats about their business endeavors with the winery. Afterwards, they will guide guests on tours - weaving all of the other elements of the booth together into one experience. At the end of the tour, attendees will be offered hand-canned foods as well as recipe-wine pairing suggestions chosen by Stacy and Chuck as take-home gifts.

The feature of the event will be the Pick and Pair tastings that will be hosted in the vineyard's tasting room. Each attendee who wants to do the tasting will pay $35 for Vermont Vines wine and Vermont Vines custom small plates. Included in that $35 is a keepsake wine glass with the Vermont Vines logo etched into it - the one in the photo below is an example. Throughout the Pick and Pair, attendees will get to taste traditional wine and food pairings as well as unusual pairings that they wouldn't expect. All pairings will be hand-selected by Stacy and Chuck with the slogan "Handpicked by the Harriman's" used throughout the tastings. Bottles of wine will be on sale all throughout the event in the tasting room for guests to purchase after tastings.



Print Ad

VERMONT VINES

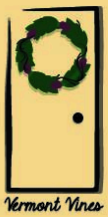
ROCKINGHAM, VT



ART

FOOD

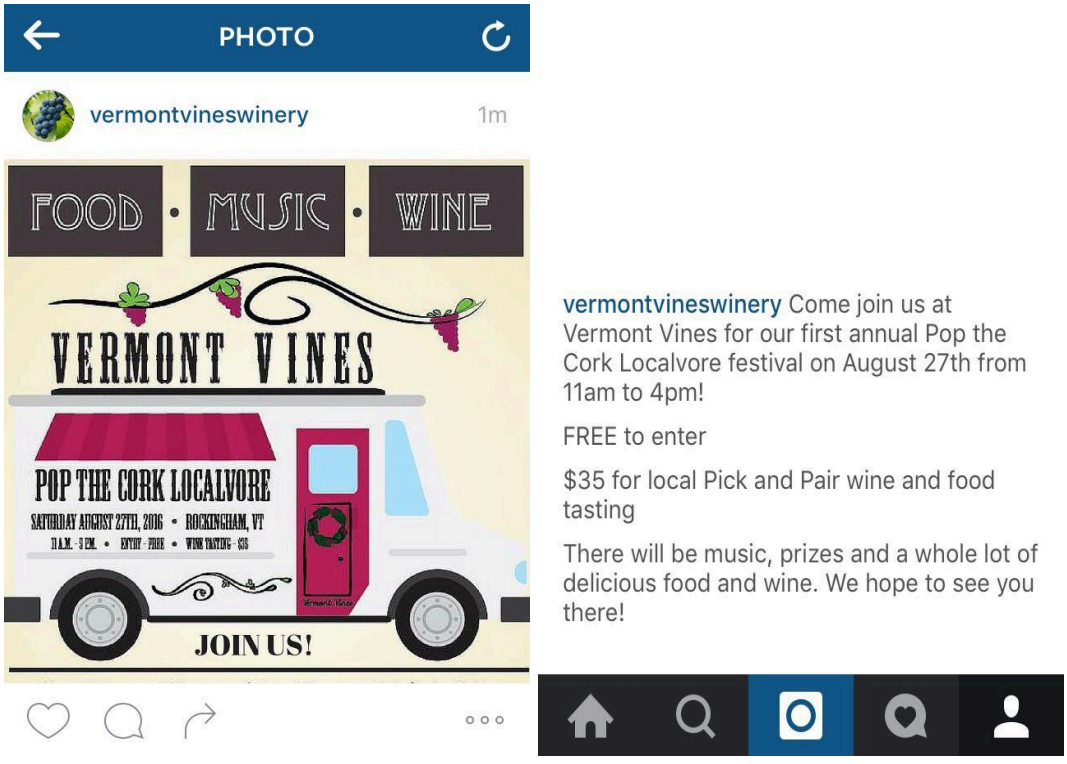
WINE



Facebook Event Page



Instagram event post

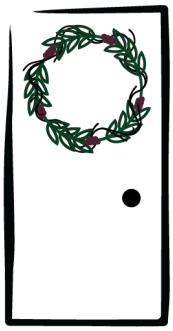


Website Splash Page

A splash page located on their website. Splash page is based on the second print ad located above. It would have active links on the page including: Home, About, Directions, Events, Media. The url would idealistically be: www.vermontvineswinery.com/popthecork



PR, Posters and Merchandise



PRESS RELEASE

FOR IMMEDIATE RELEASE
August 1, 2016

Media Contact:
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Account Executive
taylorjvandyke@gmail.com

Vermont Vines to Celebrate Grand Opening with Pop the Cork Localvore Festival

Craft winery to feature their handmade wines and local Vermont food pairings.

ROCKINGHAM, VERMONT (August 1, 2016) -- Vermont Vines will host its first annual Pop the Cork Localvore Festival on Saturday, August 27, 2016 from 11 AM to 5 PM. The one-day event is to celebrate its grand opening and welcome the surrounding community to the winery. Locals and tourists alike are expected to attend to enjoy the food truck extravaganza with Vermont Vines wine. This celebration will take place at Vermont Vines tasting room and surrounding property.

Pop the Cork Localvore Festival is the brand's launch event with the feel of a farmer's market. Every aspect will feed off the theme of local, complete with food trucks, small plates/tapas, tours, musicians, artists and wine tastings.

Locally produced food and food trucks will be set up around the main area of the property, closest to the tasting room and include Sawyer's Artisanal Cheese, Harlow Farm, Two Neanderthals Smokin' BBQ, The Valley Cafe, The Downtown Grocery and Springfield Co-op. Music artists to play at the event are Rick Redington and Gypsy Reel. Artists whose work will be featured and for sale include Stacy Babb, Old Bridge Farm, and Robert J. O'Brien.

Throughout the day, attendees have the opportunity to participate in Pick and Pair tastings, with all combinations hand-picked by the vineyard owners, Stacy and Chuck Harriman; visits to the information booth to learn more about the business and property; Localvore Chats by the Harriman's and tours wine production process. Many take-home gifts will be available during the tastings and tour, as well as Vermont Vines merchandise for sale in the tasting room.

The event is free to attend, with a $35 Pick and Pair tasting featured in the tasting room. 20% of the proceeds of the event will be donated to local food shelves: Our Place and Springfield Family Center. A donation box will also be set up in the tasting room.

Stacy and Chuck Harriman bought the property that Vermont Vines now operates on in 2008. It originally belonged to Delores and Ted Williams, of the Boston Red Sox. Since the purchase, they worked to renovate the structures, harvest the land and create a business that reflected who they are as a family. The Harriman's live and work on the land with their two sons and dog, Jaegger.

"Our eight-year dream of this winery becoming a reality is finally here," said co-founder Stacy Harriman of the grand opening. "We are opening up our home to everyone else and the people who visit should feel as though this is their place, too. Nothing says 'welcome to our family' more than a day full of celebration complete with local Vermont food and wine."

While the vineyard was getting started, Vermont Vines partnered with Champlain College in Burlington, Vermont to set up their brand. Seniors, Kayleigh Arthur, Amanda Merlo, Todd Steiner and Taylor VanDyke had the opportunity to gain real-life experience of working with a client before leaving the classroom. "Chuck and Stacy's passion for starting Vermont Vines was an inspiration and driving force while working on this endeavour," remarked Kayleigh Arthur.

The four seniors enjoyed watching the vineyard grow from concept to reality in front of their eyes. "We can't wait to attend the event ourselves after working with Chuck, Stacy and the Vermont Vines brand for a whole semester. It's an exciting thing to be a part of," said Taylor VanDyke.

More information about Vermont Vines and their Pop the Cork Localvore festival can be found at their website: www.vermontvineswinery.com.

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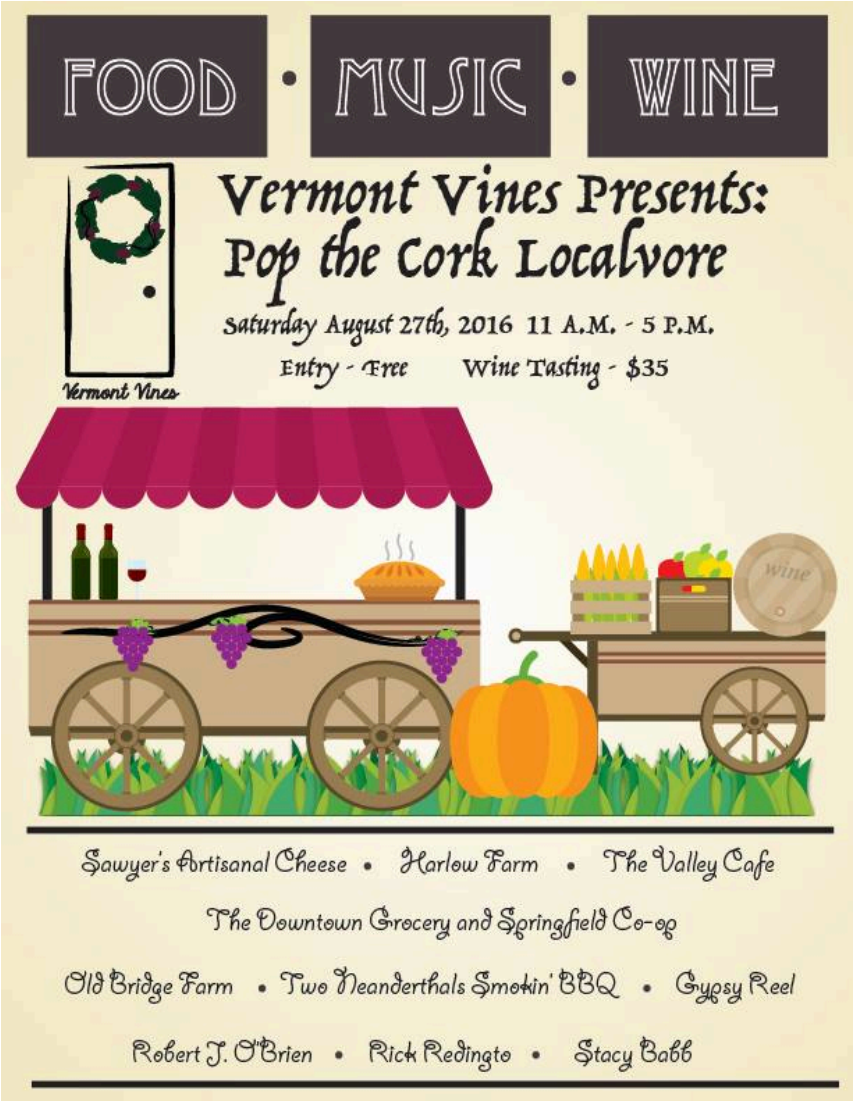
Vermont Vines is a craft-winery owned and operated in Rockingham, Vermont. Founded in 2008 by Stacy and Chuck Harriman, the vineyard is a rustic, sophisticated representation of the family. They offer a variety of 5 reds and 5 whites made from the Frontenac and Marquette hearty grapes. The Vermont-shaped property features include the Williams River, the Green Mountain Flyer train and 2 acres of vines. For more information about Vermont Vines, visit www.vermontvineswinery.com.

Media Outlets to Utilize

Publication	Contact	Email
Springfield Reporter	Reporter	reporter@vermontel.net .
The Vermont Standard	Tony Marquis	tmarquis@thevermontstandard.com
Brattleboro Reformer	Cicely Eastman	ceastman@reformer.com
Burlington Free Press	Sally Pollak	spollak@burlingtonfreepress.com
Boston Globe	Chris Morris	christine.morris@globe.com
Vermont Wine	Information	info@vermontwine.com
Sip New England	Tom Brosnahan	info@sipne.com
Okemo Events & Activities Calendar		Visit Administration Building to set-up
Vermont Vacation	Danica Griffin	802-262-2114
Vermont Weddings	Sales	sales@vermontweddings.com
Discover New England	Information	info@discovernewengland.org
Seven Days	Hannah Palmer Egan	hannah@sevendaysvt.com
The Essex Reporter	Maria Archangelo	news@essexreporter.com
New York Magazine	Editorial Submissions	editorialsubmissions@nymag.com
Localvore Today		802-265-1094
Edible Green Mountains Magazine		info@ediblegreenmountains.com
Burlington Wine & Food Festival	Mike and Tracy Stolese	info@burlingtonwineandfoodfestival.com
Vermont Life		products@vtlife.com
Art of Eating		1-800-495-3944

Vermont Farm to Plate		Create a Profile to be included in the Atlas on their website
Front Porch Forum		Create a Profile and post about the vineyard's events
Vermont Technical College		Contact VTC about getting involved with a short course about wine. 802.728.1677 aginstitute@vtc.edu
Dig in Vermont Blog		https://www.surveymonkey.com/r/?sm=nGXmHxd5d4DrL%2bnoSnU%2ffcG7VmsKKXVdfFs6NokNwoU%3d
Food & Wine Magazine	Dana Cowin	maren.ellingboe@timeinc.com fwreleases@timeinc.com
Local Banquet		http://localbanquet.com/contact-us
Killington		Visit Administration Building on property to set up

Event Posters




FOOD • MUSIC • WINE
VERMONT VINES
POP THE CORK LOCALVORE
SATURDAY AUGUST 27TH, 2016 • ROCKINGHAM, VT
11 A.M. - 5 P.M. • ENTRY - FREE • WINE TASTING - $35
Vermont Vines
Sawyer's Artisanal Cheese • Harlow Farm • The Valley Cafe
The Downtown Grocery and Springfield Co-op
Old Bridge Farm • Two Neanderthals Smokin' BBQ • Gypsy Reel
Robert J. O'Brien • Rick Redingto • Stacy Babb

Merchandising

Gift Wrapping:

Pre-wrapped gift sets/or offering a gift service at the winery. This makes it easy to have seasonal packaging, offer gifts for special occasions, and drive sales by reminding instore customers that they can bring a bottle home. Sell at $5 more than normal bottles.



Cheese Plate:
Wine and cheese are the perfect pair and if you are planning on offering local cheese pairings at your establishment it makes sense to have a product that lets your customers replicate the experience at home.



The first option would be made out of wood, recommended that any logos or writing is burnt into the wood to give it a rustic/homey feel.

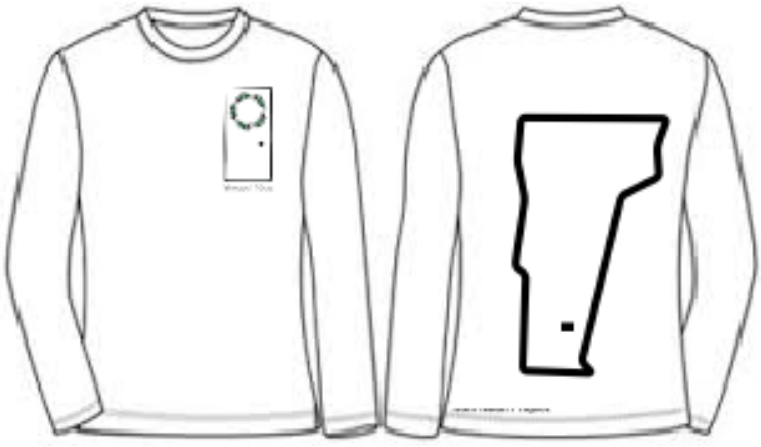
The second type would be a cheese plate made out of melted Vermont Vines bottles. It would be a unique way to reuse bottles in a memorable way.





Shirts:

While short sleeve t-shirts might not fit the brand, there are plenty of other options, such as long sleeve shirts, cardigans, and, or polos for employees. Below is a prototype of a long sleeve shirt design which would have the company logo and name on the front and on the back it would have an outline of Vermont with a dot showing the location of the winery. The dot could be a wine glass or a bundle of grapes to add more brand identity to it.



Recipe Box: Example of recipe box for Vermont Vines. Could contain homemade recipes, recipes from events and wine and food pairing suggestions using Vermont Vines wine. The inscription reads “from our hearth to your home.” Sold for $25+.



Coasters: Coaster example for Vermont Vines. Pictured being made of wood and have the logo burned into it. Pack of 4 for $15+.



Glasses: Simple etched example of a wine glass from Vermont Vines. Sold for $10+.


{VV}
Vermont Vines