



DIRECT TO CONSUMER
WINE SYMPOSIUM
FREE THE GRAPES

Nora Sibley Denker
Creative Director
SCRIBE Winery

The Art of Visual Storytelling:

Elevating Your DTC Wine Brand

Nora Sibley Sanders



Brand visionary with 20 years working closely with founders to build authentic, sustainable brands.

Studied:

- RHODE ISLAND SCHOOL OF DESIGN Providence, RI '06 BFA Apparel Design

Worked:

- **SCRIBE. WINERY** Sonoma, CA 2010 - Present
- THE PODOLLS San Francisco, CA
- ROSE AND RADISH San Francisco, CA
- DISTILLED, San Francisco, CA
- ANTHROPOLOGIE, Palo Alto, CA
- VERA WANG, NYC
- DONNA KARAN, NYC

Interests and Additional Study:

- CREATIVITY COACHING ASSOCIATION (Creative Coach Training)
- UC BERKELEY (Interior Design and Interior Architecture)
- SPÉOS INTERNATIONAL SCHOOL OF PHOTOGRAPHY, PARIS (Photography)
- CENTRAL SAINT MARTIN'S COLLEGE of ART & DESIGN, LONDON (Art Direction)
- PRO FORA TRAVEL ADVISOR

My Unique Perspective

15+ YEARS WITH SCRIBE WINERY

ORIGINAL BRAND DEVELOPMENT THAT BRIDGES THE GAP

Created a brand identity from scratch that brought millennials to the table and kept the 60+ in the conversation



NEW VISUAL CONCEPTS FOR AN OLD INDUSTRY

Bringing my multi-passionate background and experience to the wine industry, disrupting traditional aesthetics and product identities.



CRAFTING INSPIRING NARRATIVES THAT CONNECT WITH A NEW GENERATION

Inspired the team and our customers with new content briefs and avenues to communicate brand experience and drive engagement.



COMPLETE RENOVATION OF SCRIBE HACIENDA KEEPING ALL DECISIONS BRAND ALIGNED

Bringing to life the brand mission through sensual onsite experiences



INVEST IN VISUALS THAT MAKE A CONNECTION

In-house creatives or building an **ongoing relationship with freelancers**

(photographers, videographers, illustrators, designers)

This is more important than ever for a **brand strategy that values storytelling.**

Building familiarity with the core values and brand mission supports the process of mining for **storytelling gold.**

A visual brand (and especially one in the wine space) shouldn't be too consistent - **it can feel alive and crafted** over time.

TEXTURED SENSORIAL EXPERIMENTAL EVOLVING

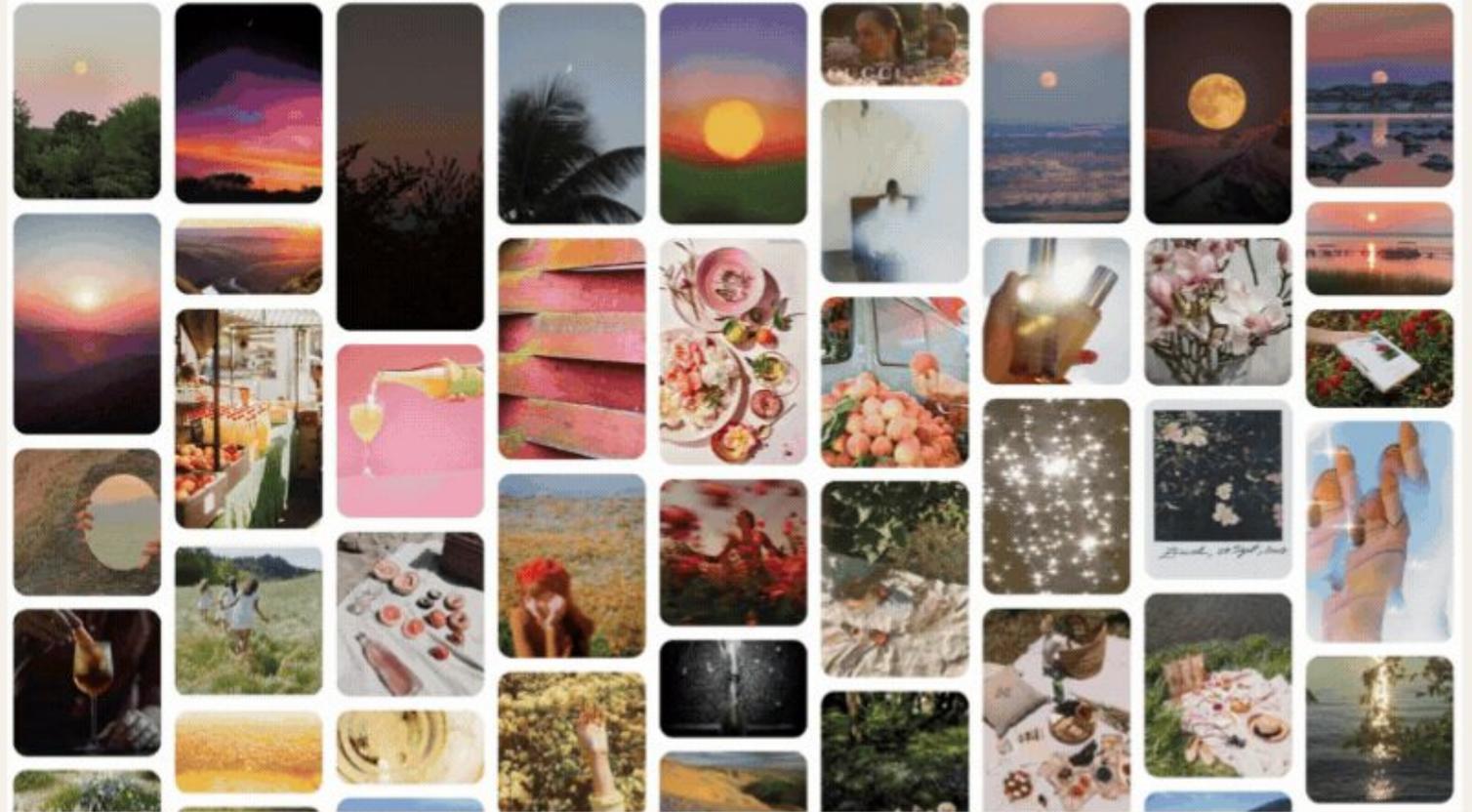
Inspiration

COLLECTING
IDEAS

FREE PLAY

MAKING
CONNECTIONS

TRYING NEW MEDIUMS



Process + Interpretation

ORIGINAL VISUAL INSPIRATION



Leon Berkowitz, *Transition*, 1979, above
Bryce Canyon, artist unknown, above left

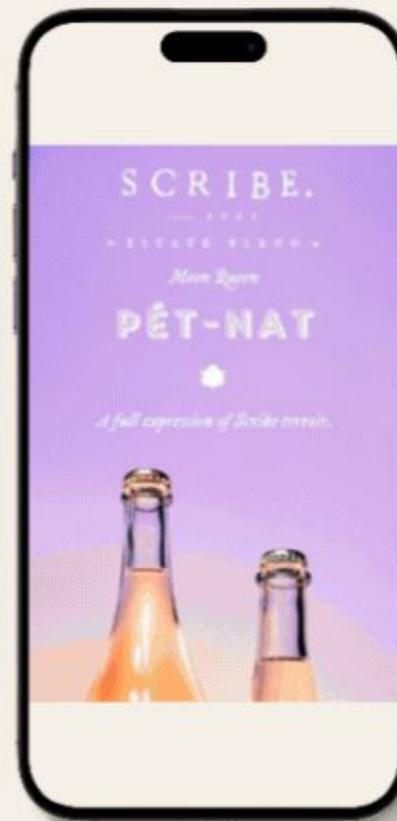
FINAL PORTRAIT IMAGE



ESTATE BLEND PÉT-NAT
"Moon Queen"



INSTAGRAM POST



NEW RELEASE
EMAIL MARKETING

Logos are just the beginning...



How does each product & label design fit into the overall “family” and brand story?

Each has a personality & identity with a story to tell.

Creative Strategy

PRODUCT
IDENTITY

&

ART
DIRECTION

Using visual references to define product personality, informing label design, packaging, and photography.



IRVING PENN



Creative Strategy

PRODUCT
IDENTITY

&

ART
DIRECTION

Using visual references to define product personality, informing label design, packaging, and photography.



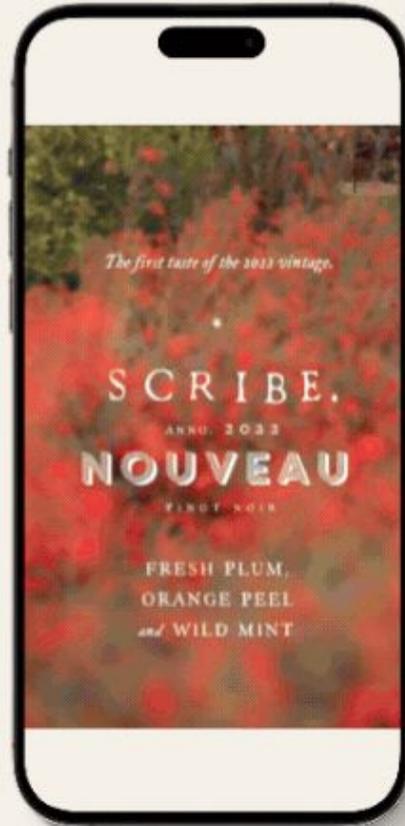
Content Creation

SOCIAL
MEDIA

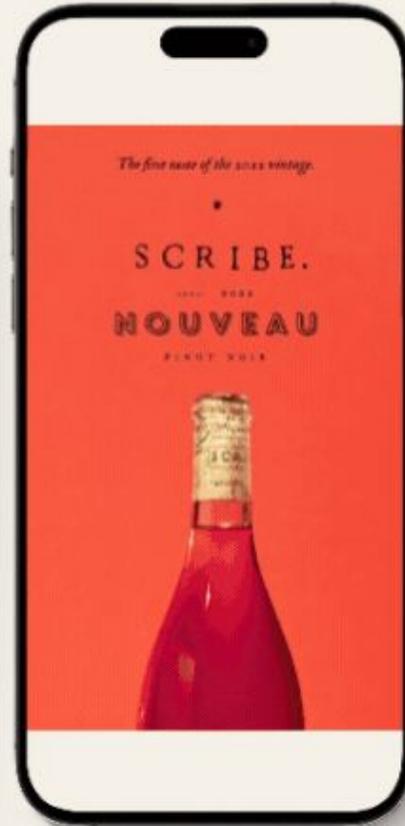
&

DIGITAL
MARKETING

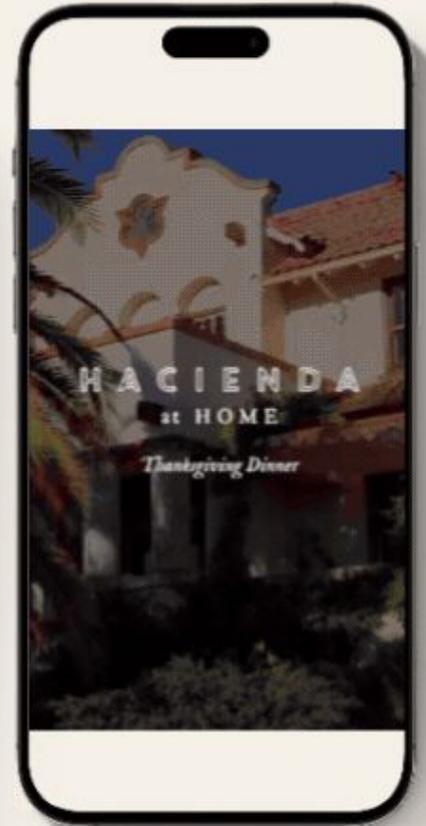
Leverage visual social platforms
to communicate brand values of
quality, beauty, and connection.



INSTAGRAM STORY



NEW RELEASE
EMAIL MARKETING



COOKING SERIES

Communicating “PLACE” ...



...can take many forms

VINPRESSION®

Jordan Fiorentini
Epoch Estate Wines
Paso Robles, CA







- Winemaker for Epoch Estate Wines since 2010
- From Atlanta, GA
- BA in Engineering from Dartmouth College
- Masters of Viticulture & Enology, UC Davis
- Worked in Napa, Tuscany, Sonoma before Paso
- Crafts wines that consistently earn 95 to 100 point scores and appear on top 100 global wine lists.
- Named SLO County Winemaker of the Year in 2021.
- Serves as President of Board of local community arts studio in Paso
- Mother of two daughters

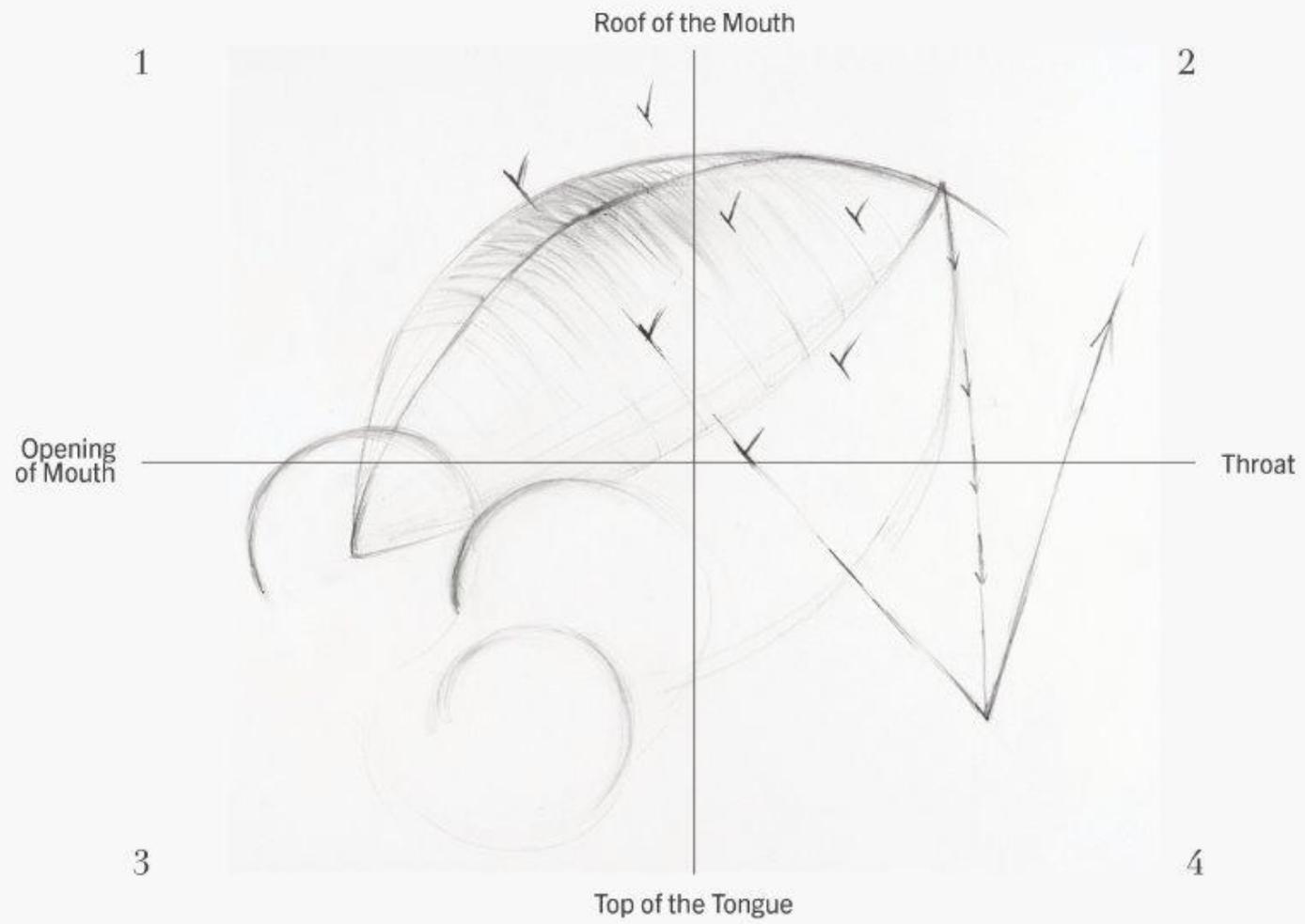


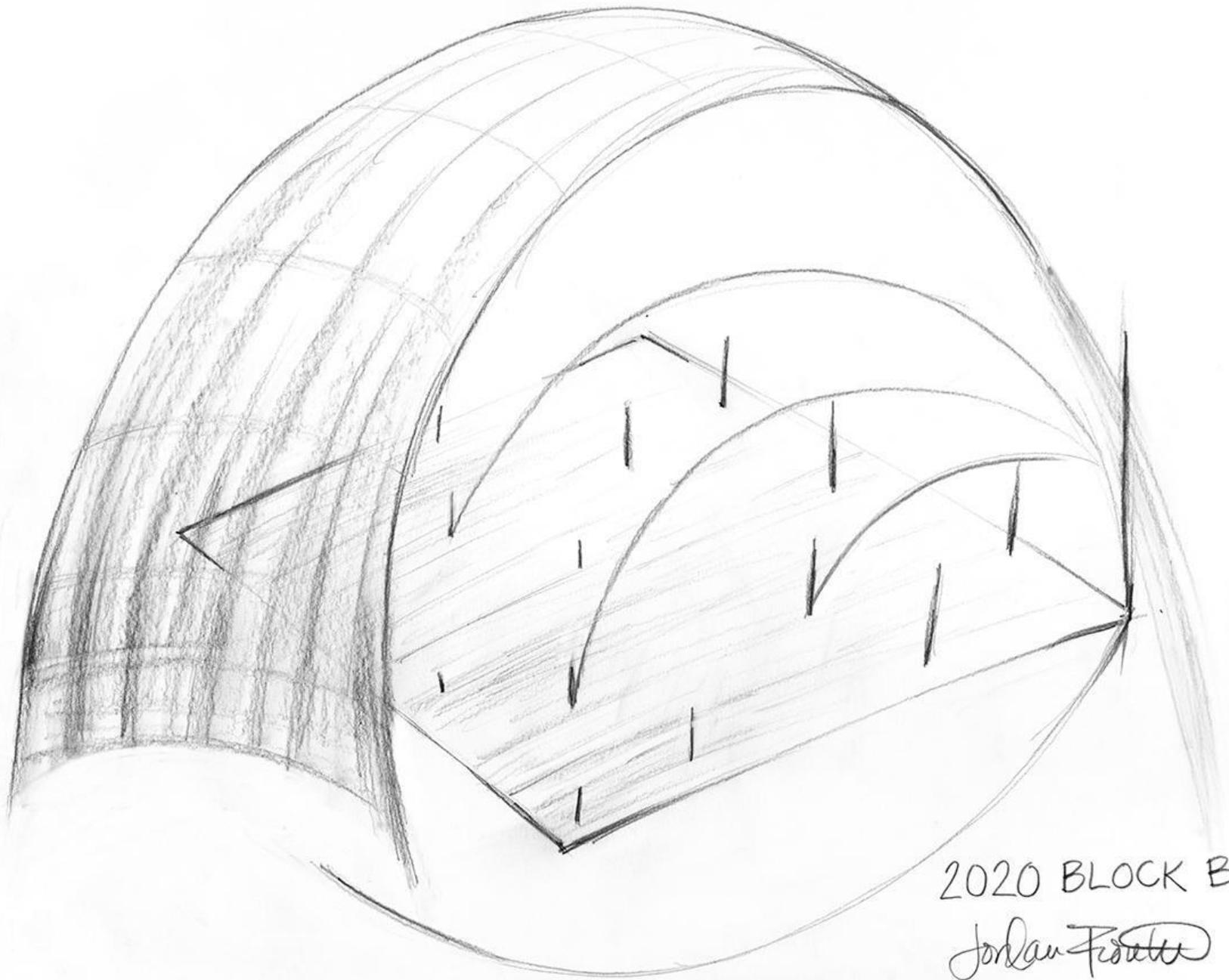
- Family Owned & 100% Estate Grown on 3 Vineyards
 - Historic Paderewski Vineyard, Paso Robles AVA, Willow Creek District
 - Catapult Vineyard, Paso Robles AVA, Willow Creek District
 - York Mountain Vineyard, York Mountain AVA
- Rhône, Bordeaux, Zinfandel, and Tempranillo
 - Single Varietal Wines and Blends
- Commitment to preserving Paso's winemaking History
- Award Winning Wines, Hospitality, and Architecture
 - Tasting Room in Historic Winery, Architectural Digest as #2 of the 19 Best Winery Designs in the World
 - 2021 Veracity Selected #3 on Wine Enthusiast's Best Wines of 2024
 - Many other Top 100 list selections



1	2	3	4
[Faint text]	[Faint text]	[Faint text]	[Faint text]
[Faint text]	[Faint text]	[Faint text]	[Faint text]
[Faint text]	[Faint text]	[Faint text]	[Faint text]

The Palate





2020 BLOCK B

Jordan Foster

FALL 2023

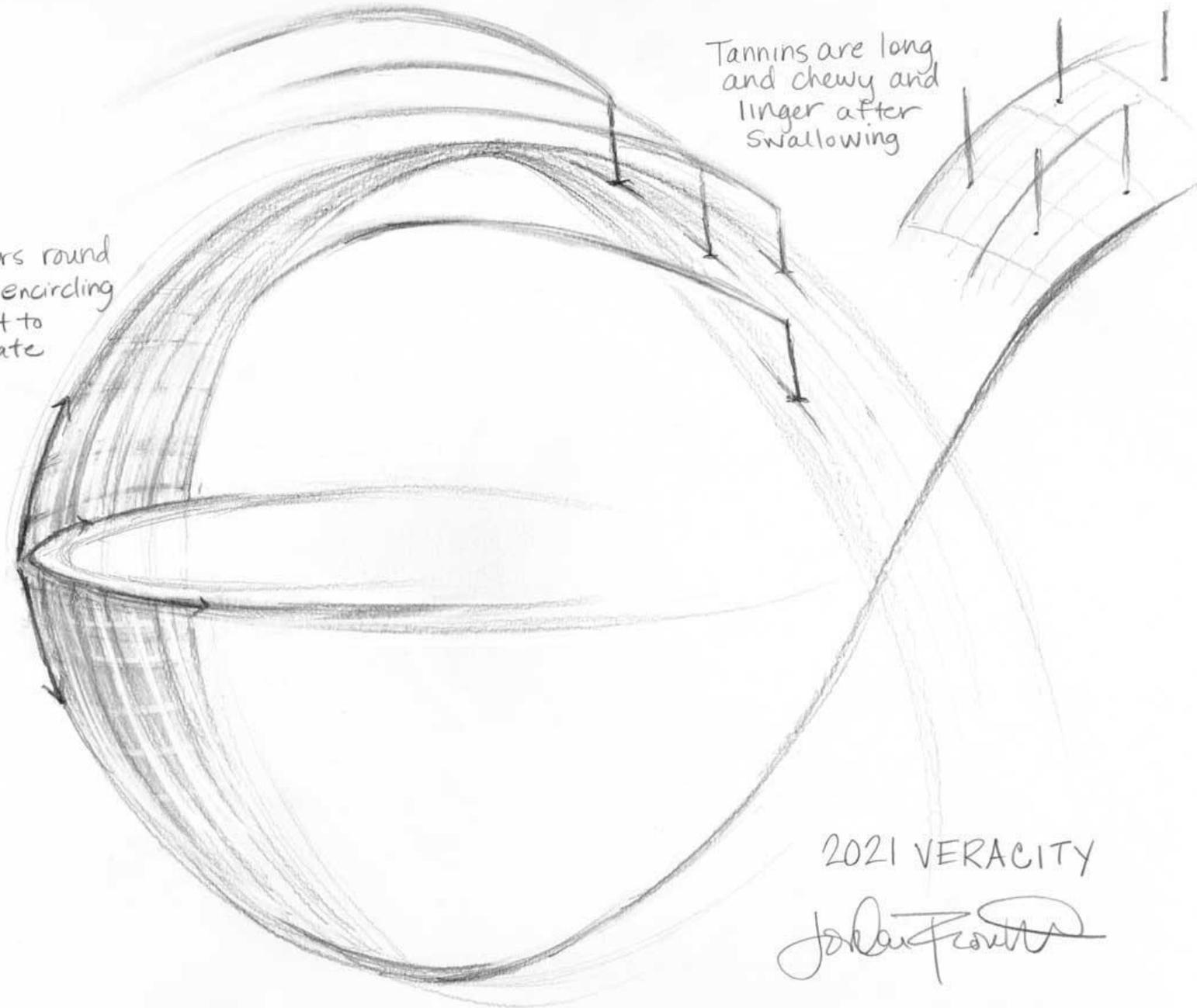


2020 Block B

EPOCH

Wine enters round
and full encircling
from front to
back palate

Tannins are long
and chewy and
linger after
swallowing



2021 VERACITY
John Fournier

WINTER 2024



BRAND STORY

- VINPRESSIONS sent to Wine Club members
- Printed and available online for Trade & Sales
- Displayed in Tasting Room
- Video Campaign and Dedicated Webpage
- Canvas Prints Available for Purchase.
- Future: Coffee Table VINPRESSION Book

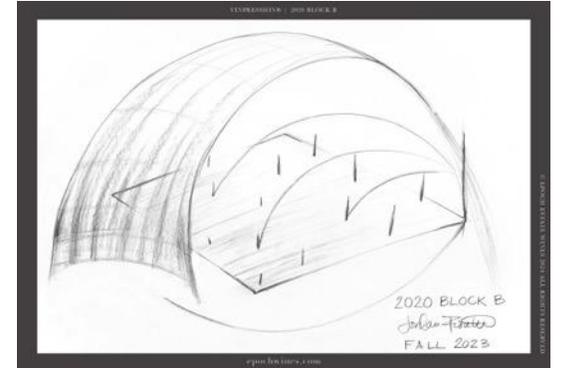


2020 Block B

epoch
WINERY

Varietals: 100% Syrah
Birthplace: 100% Paderewski Vineyard
Hometown: Paso Robles AVA, Willow Creek District
Birth Date: September 14 – 30, 2020
Birth Weight: 26.7° Brix
Rearing: Fermented in concrete, oak tanks, and new French oak puncheons
Education: Aged 18 months in French oak mid-sized barrels and puncheons (55% new)
GPA: 3.95 pH | 5.3 g/L TA | 15.1% Alc
Graduation: Bottled June 9, 2022
Siblings: 745 cases
Biography: Commanding attention, individuality, and respect, the 2020 Block B is a bold expression of Epoch's iconic wine which consistently speaks to its tender fruit and clear. Aromas of savory brine, roasted game, blackberry, and bouzout garni fill the nose and continue as the wine hits the tongue with sensation layering out evenly and fully in all directions. Flavors of black currant, black currant, black cherry, leather, and black pepper join in on this wine's velvety progression across the palate with thick, rich tannin and balanced acid.
- Jordan Fiorentini, Winemaker

Accolades: 97 points, Jeb Dunnick; 96 points, Wine Enthusiast; 92 points, Wine Advocate



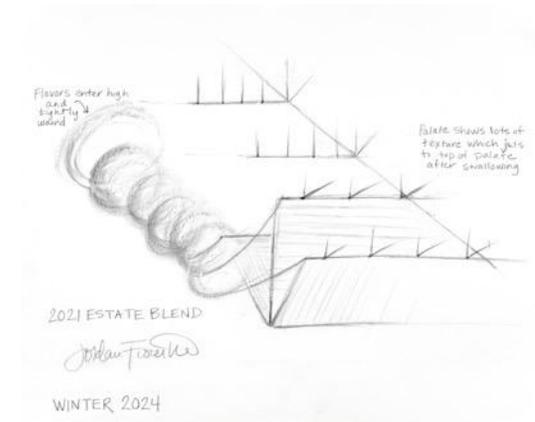
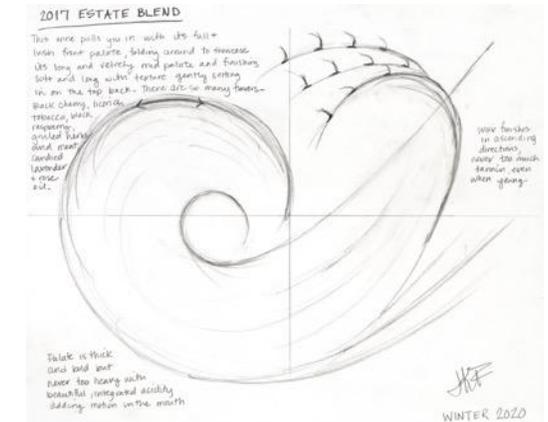
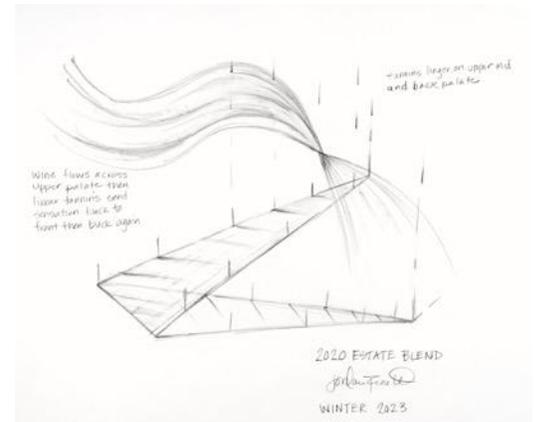
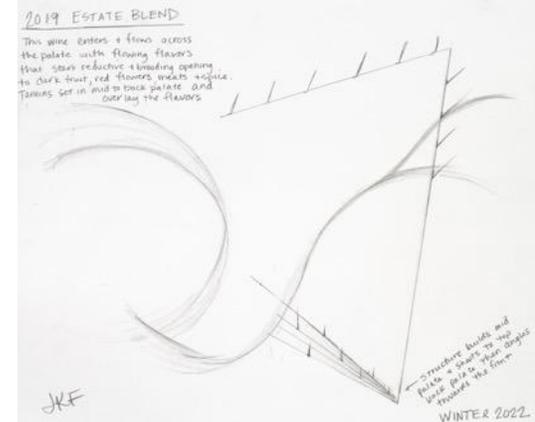
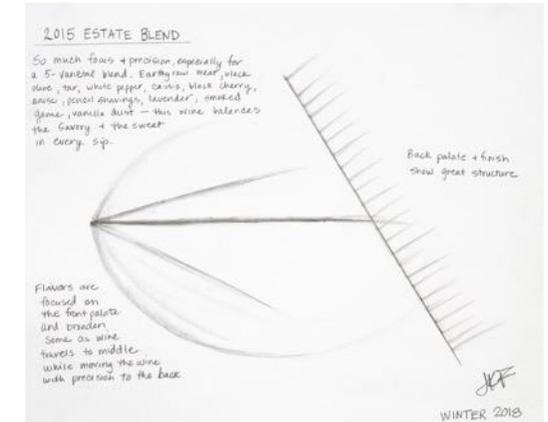
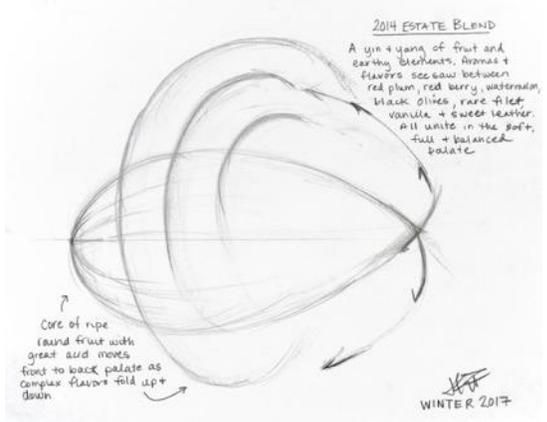
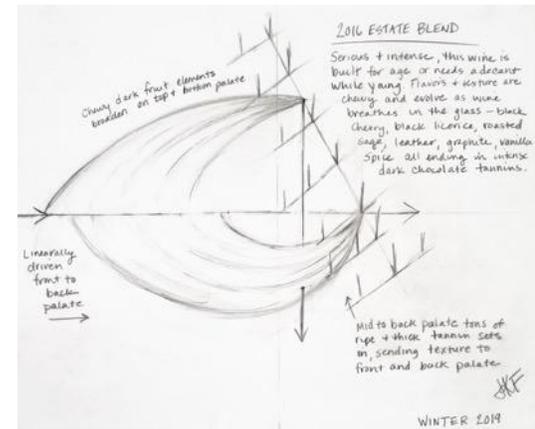
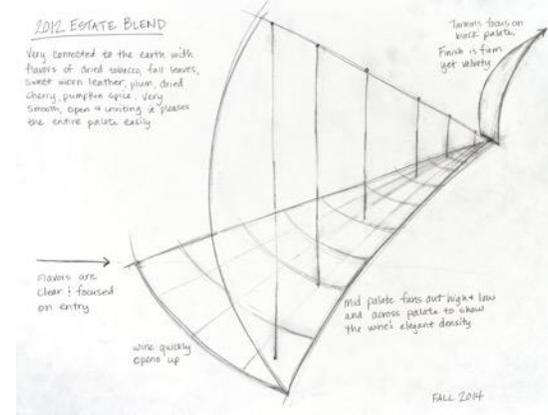
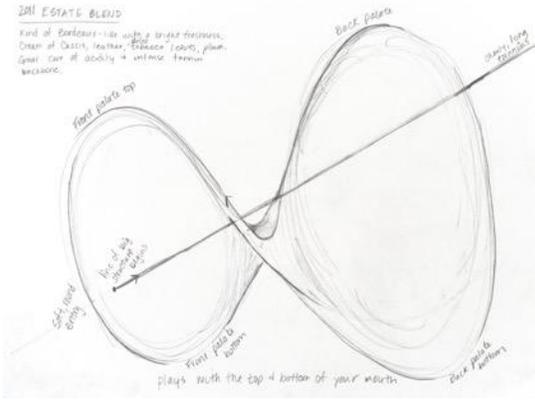
2020 Ingenuity

Varietals: 51% Petite Sirah, 25% Grenache, 22% Mourvèdre, 2% Syrah
Birthplace: 100% Paderewski Vineyard
Hometown: Paso Robles AVA, Willow Creek District
Birth Date: September 25 – October 1, 2020
Birth Weight: 26.9° Brix
Rearing: Fermented in concrete, stainless steel tanks, and new French oak puncheons
Education: Aged 19 months in French oak barrels and puncheons (30% new)
GPA: 3.71 pH | 5.4 g/L TA | 15.3% Alc
Graduation: Bottled July 28, 2022
Siblings: 916 cases
Biography: With its juicy, mouth-watering magenta and blue fruits, Epoch's 2020 Ingenuity transports you to the summer huckleberry patch but quickly layers on savory elements of cured meats, kalamata olives, black pepper, and coastal chaparral. Despite the obvious bold intensity of this wine, a more delicate, wet rock minerality pervades the nose and palate, playing beautifully with this wine's refreshing acidity. The texture flows in a wave-like sensation across the palate with chalky tannins setting in after multiple sips.
- Jordan Fiorentini, Winemaker

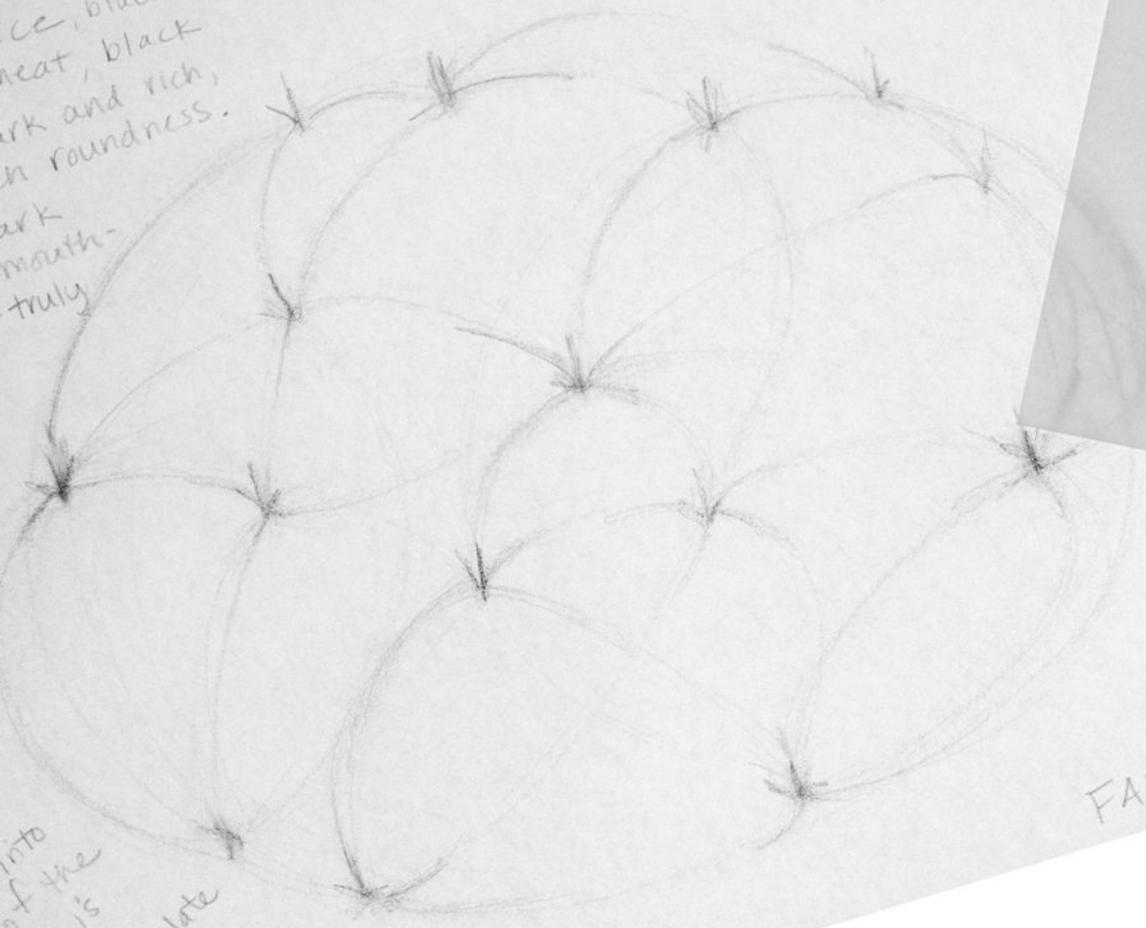
Accolades: 95 points, Jeb Dunnick

VINPRESSION MARKETING STRATEGY

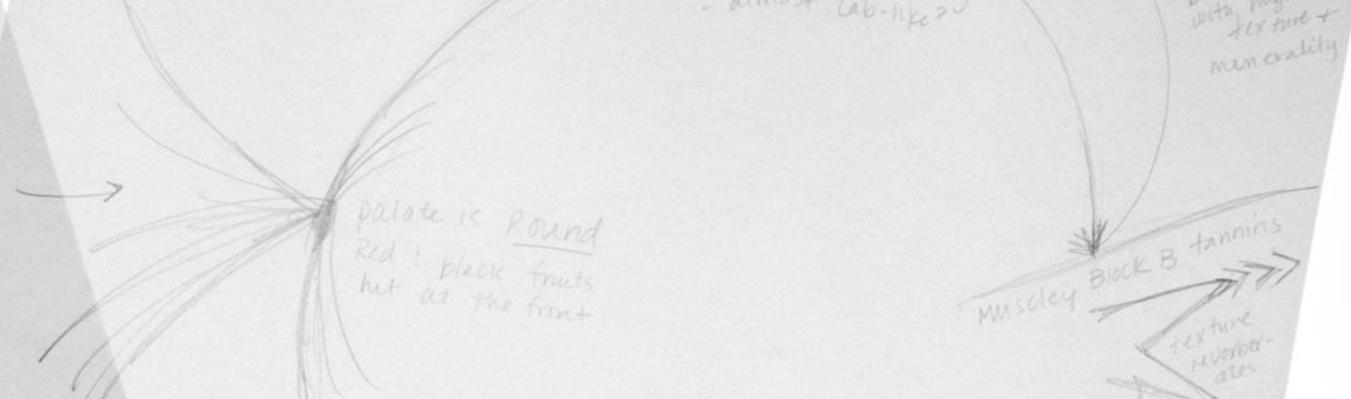




cc, black
meat, black
ark and rich,
n roundness.
ark
mouth-
truly



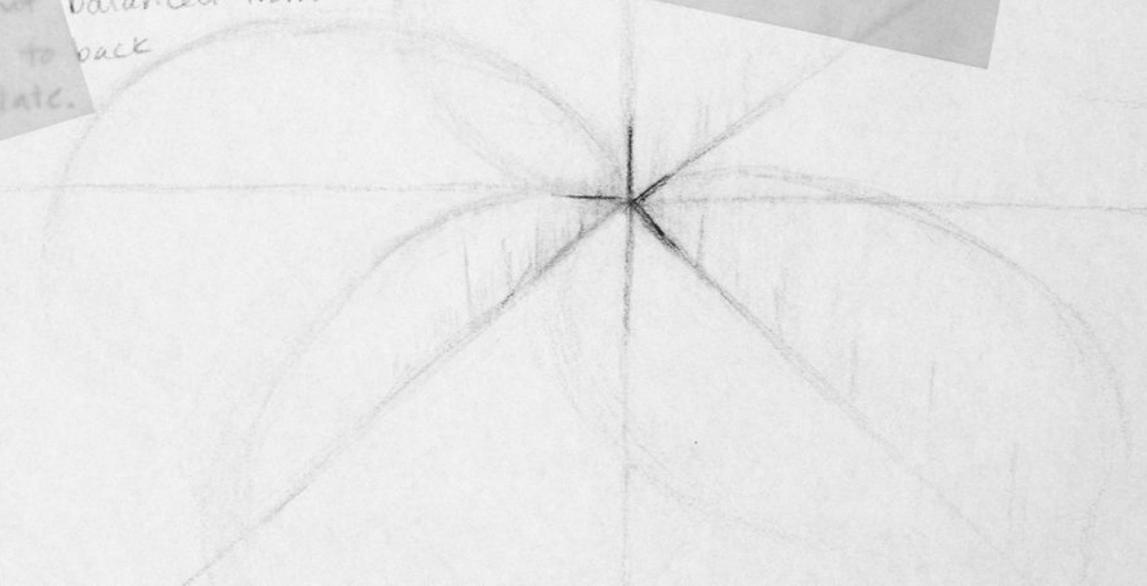
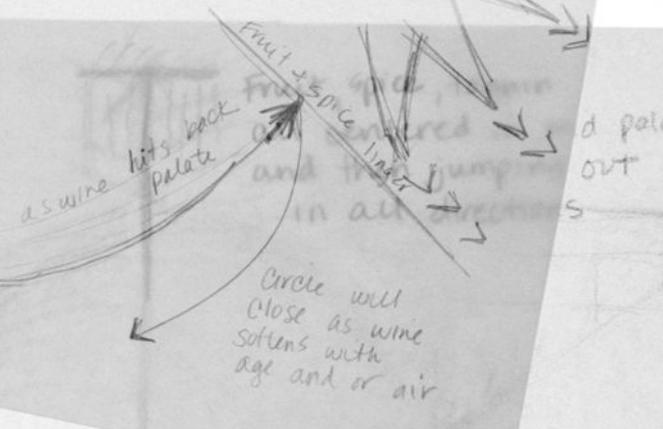
into
of the
anced
throughout palate



2014 BLOCK B

Test took Padermet and condensed by Syrah. Texture builds as wine hits back palate. Roasted meat, bay leaf, brine, white flowers, black fruits. Structure is light but balanced from front to back palate.

FALL 2016



DTC WINE SYMPOSIUM: The Art of Visual Storytelling

Redesign As a Last Resort



Byron Hoffman, Co-CEO and Chief Creative Officer at Offset

BACKGROUND

15+ years Designing
& Telling Stories
for Wine



Chief Creative Officer at Offset Brand Studio.

Focused on creating new brands and
evolving existing ones.

5+ Years as Co-CEO
of a Wine DTC
Platform



Offset Commerce has 250+ clients who over
the past 10 years have sold over 10 billion
in wine.

Unique insight into the patterns behind
successful DTC programs in high-end wine.

Producer & Designer
of an Award Winning
Cookbook/Memoir



Six California Kitchens by my grandmother, Sally
Schmitt, the original chef/owner of the the
French Laundry.

2023 IACP American Cookbook of the Year,
and winner of the Golden Poppy Award for
best Californian Cookbook.

RIDGE 2012
MONTE BELLO
CHARDONNAY

100% CHARDONNAY
MOUNTAINS - 11.3% ALCOHOL BY VOLUME
PRODUCED AND BOTTLED BY RIDGE VINEYARDS, INC. 4400
MOUNTAIN RD. BOX 1810, CUPERTINO, CA 95014

RIDGE 2006
CALIFORNIA
CHARDONNAY
MONTE BELLO

CHARDONNAY MONTE BELLO ESTATE VINEYARD
MOUNTAINS - 11.4% ALCOHOL BY VOLUME
PRODUCED AND BOTTLED BY RIDGE VINEYARDS, INC. 4400
MOUNTAIN RD. BOX 1810, CUPERTINO, CALIFORNIA 95014

RIDGE 1999
CALIFORNIA
CHARDONNAY
SERVILLE

100% CHARDONNAY
MOUNTAINS - 11.4% ALCOHOL BY VOLUME
PRODUCED AND BOTTLED BY RIDGE VINEYARDS, INC. 4400
MOUNTAIN RD. BOX 1810, CUPERTINO, CALIFORNIA 95014

RIDGE 1999
CALIFORNIA
CHARDONNAY
SPRINGS

VINEYARD BLEND WITH 17% PETITE SIRAH
AND 8% MAIARO DRY CREEK VALLEY
ALCOHOL 14.5% BY VOLUME
PRODUCED AND BOTTLED BY RIDGE VINEYARDS, INC. 4400
MOUNTAIN RD. BOX 1810, CUPERTINO, CALIFORNIA 95014

RIDGE 1997
CALIFORNIA
CHARDONNAY
MONTE BELLO

100% CHARDONNAY
MOUNTAINS - 11.4% ALCOHOL BY VOLUME
PRODUCED AND BOTTLED BY RIDGE VINEYARDS, INC. 4400
MOUNTAIN RD. BOX 1810, CUPERTINO, CALIFORNIA 95014

RIDGE 1993
CALIFORNIA
CHARDONNAY
MONTE BELLO

100% CHARDONNAY
MOUNTAINS - 11.4% ALCOHOL BY VOLUME
PRODUCED AND BOTTLED BY RIDGE VINEYARDS, INC. 4400
MOUNTAIN RD. BOX 1810, CUPERTINO, CALIFORNIA 95014

RIDGE 1972
CALIFORNIA
CABERNET
SAUVIGNON

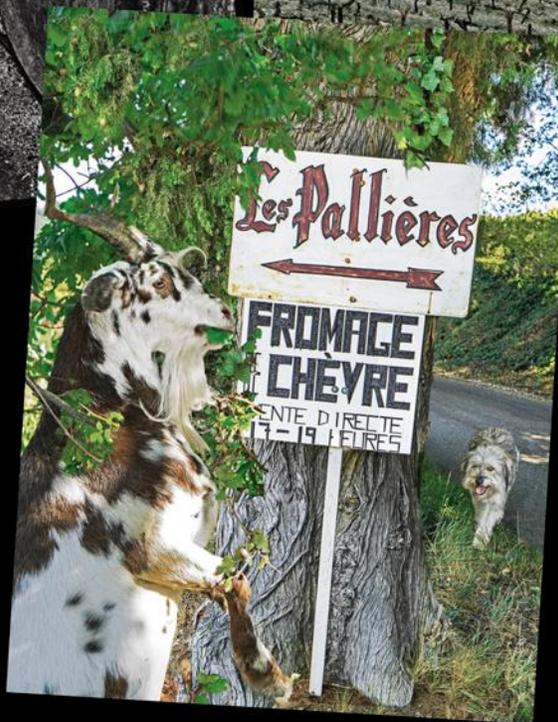
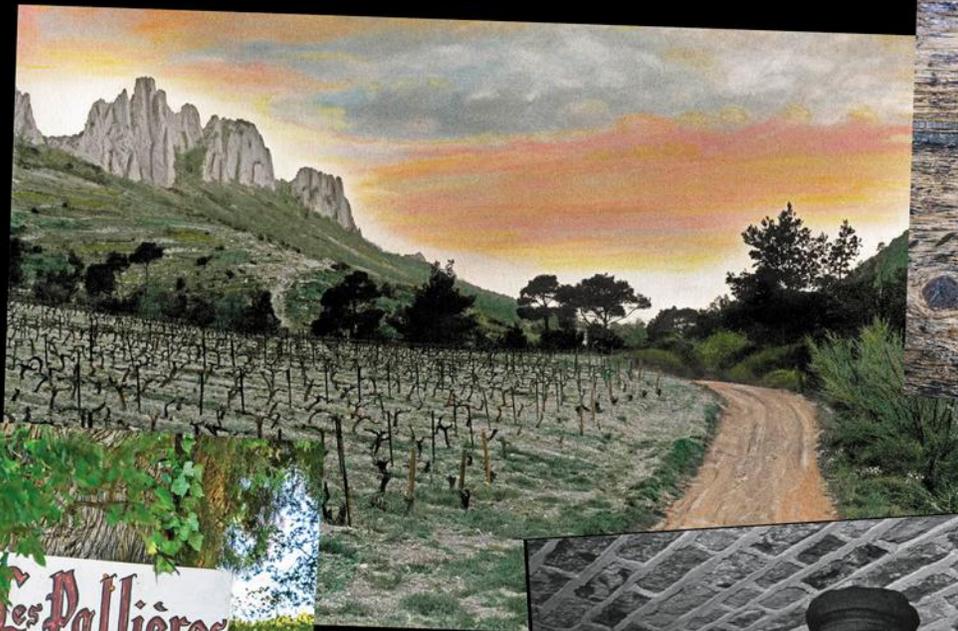
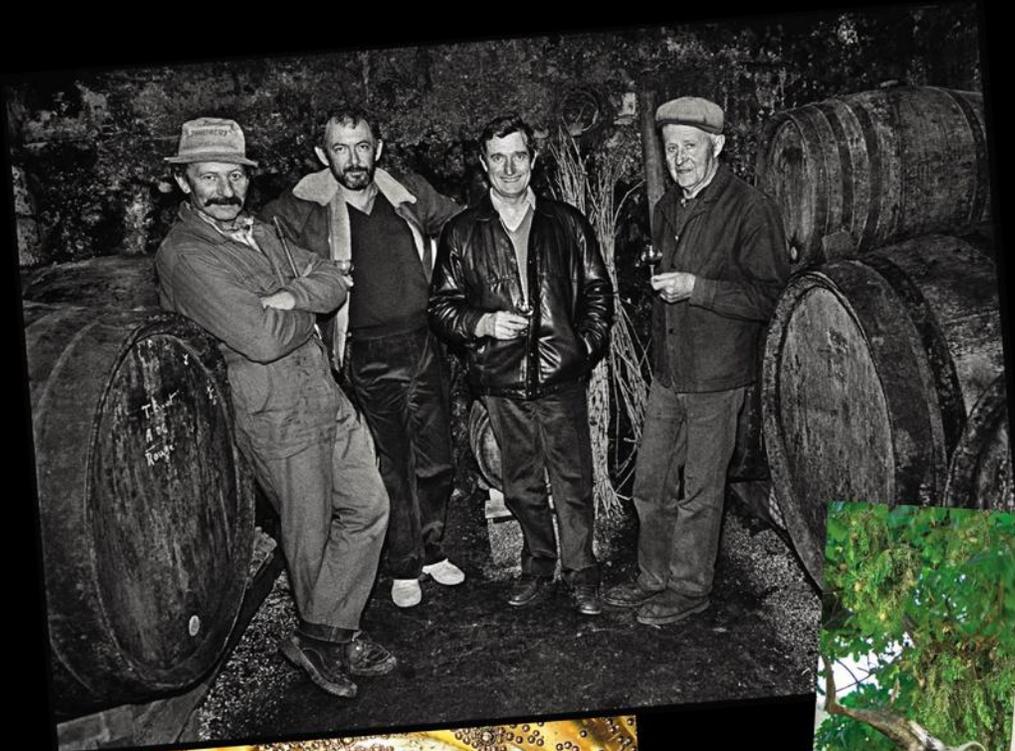
ESTATE GROWN GRAPES, MONTE BELLO 2001
BOTTLED SEPTEMBER 1974 ALCOHOL 12.8% BY VOLUME
PRODUCED AND BOTTLED BY RIDGE VINEYARDS, INC. 4400
MOUNTAIN RD. BOX 1810, CUPERTINO, CALIFORNIA 95014

RIDGE 1977
CALIFORNIA
CABERNET
SAUVIGNON
MONTE BELLO

ESTATE GROWN, 95% CABERNET SAUVIGNON, 5% MERLOT
MOUNTAINS - 11.4% ALCOHOL BY VOLUME
PRODUCED AND BOTTLED BY RIDGE VINEYARDS, INC. 4400
MOUNTAIN RD. BOX 1810, CUPERTINO, CALIFORNIA 95014

RIDGE 1964
CALIFORNIA
CABERNET
SAUVIGNON

PRODUCED AND BOTTLED BY RIDGE VINEYARDS, INC. 4400
MOUNTAIN RD. BOX 1810, CUPERTINO, CALIFORNIA 95014
ALCOHOL 11.5 PERCENT BY VOLUME



THE PROBLEM

American wine
has a redesign
problem.

THE PROBLEM

Frequent redesigns to visual brand elements* can cause:

Negative Impacts to Sales & Reputation

Existing brands can lose recognizability in the market. New brands that constantly redesign risk never building recognizability.

Even well-executed redesigns can signal damaging misconceptions.

Loss of Marketing Momentum

Most redesign projects become your marketing teams' primary focus for over a year.

Reinventing foundational brand elements slows down marketing efforts and ability to iterate on real-world learnings.

Lack of Cohesion Between Customer Touchpoints.

Budgets are almost always too small to address the whole.

* Includes logos, colors, typefaces, packaging, website, social media, photo style, video style, illustration style, architecture, interior design, landscaping, etc.

THE SOLUTION

Embrace
evolution.



202.963.4756 | View | Get Table of Contents

The Story of Frog's Leap

Never spoil a good story with the facts.

Before the Pond

1972: As undergraduate at Cornell, John Williams obtains an internship at Taylor Wine Company, and ~~finds the company to fall on hard times and leaves to start his own winery~~ falls in love with wine.



1974-76: John makes a pilgrimage to the Napa Valley on the Greyhound Bus, meets Larry Tardie, while ~~the other was preparing for business school, after two bottles of wine they agree to start a winery together.~~ Larry helps John get a job with his friend Warren Winiarski. As the

1972-1979
Before the Pond

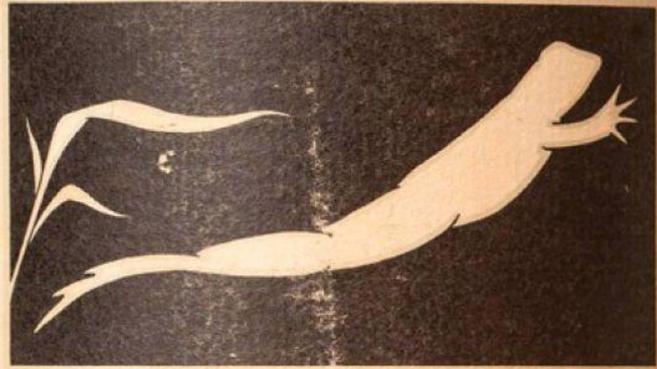
1980-1994
Taking the Plunge

1995-2006
Getting Started

2007-Present
In the Trenches

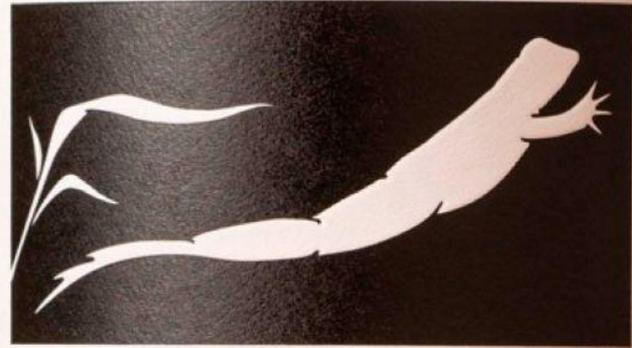


FROG'S LEAP



1982 CHARDONNAY
NAPA VALLEY

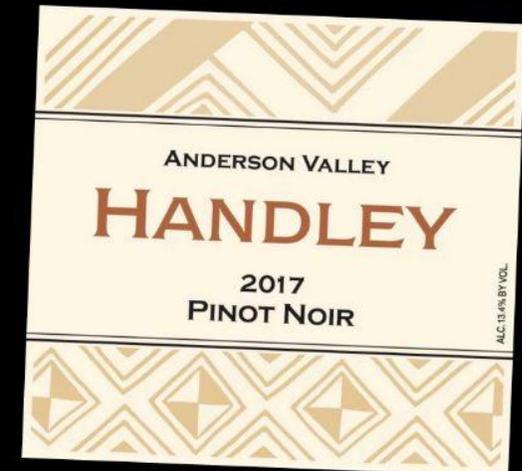
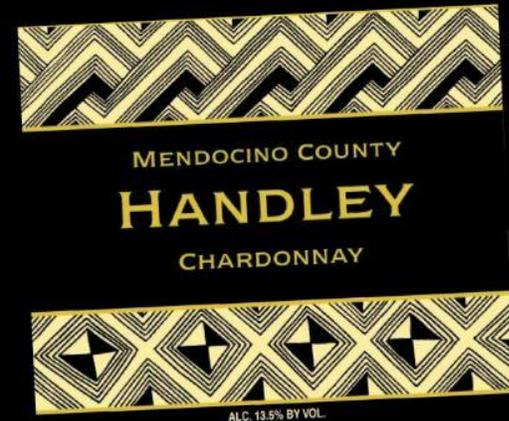
PRODUCED AND BOTTLED BY FROG'S LEAP
ST. HELENA, CALIFORNIA • ALCOHOL 12.7% BY VOL.



CHARDONNAY
"SHALE AND STONE"

NAPA VALLEY
2018

FROG'S LEAP. BALANCE, RESTRAINT AND DEEP RESPECT FOR
THE NATURAL EXPRESSION OF THE VINE. MADE BY *[Signature]*
AND FAMILY SINCE 1981.





PRODUCED, AND BOTTLED BY HANDLEY CELLARS, PHILLO, CALIFORNIA



ZINFANDEL

*Kazmet Vineyard
Redwood Valley
Mendocino County*

HANDLEY

ALC. 14.5% BY VOL - 750 ML

Art by John Gnorski



"Wine is a form of art."

WATCH SHORT FILM





KEY PRINCIPALS

1. Cultivate long-term creative relationships.
2. Carefully identify which customer touchpoints to evolve.
3. Create work worth evolving.