



Graphic Design for

# Wine

A selection of  
contemporary  
wine labels



**Design:** Lavernia & Cienfuegos Design  
**Web:** www.lavernia-cienfuegos.com  
**Client:** Wines of the World / Delhaize\*  
**Year:** 2012

This is a range of wines that Belgian supermarket chain Delhaize offers within its own brand "365", which includes simple, everyday products at affordable prices. The cork is a sign of humility, an object of little value, often used as craft material, as a simple and easily manipulated element with which to play and create. The use of cork gives it the air of something simple, typical of an everyday product. The cap is the element that unifies and personalizes the whole range. The motif designed for each label refers to the country of origin.

\* DELHAIZE is a Belgium distribution chain with more than 800 supermarkets in nationally and over 1500 on the east coast of the USA.



Australia

Chile

California

Provence

Bergerac

Côtes du Rhône

Australia

Francia

California

Argentina

Africa

Italia