

EMBELLISHMENTS FOR WINE AND SPIRITS: CREATING AN UNFORGETTABLE BRAND STATEMENT



CUSTOM
LABEL



“ENSURING THE RIGHT BALANCE OF EFFICIENCY AND ARTISTRY.”

When it comes to wine and spirit packaging, the label is often the first—and sometimes only—chance to convince someone to pick up a bottle. Beyond information and compliance, a premium label signals craft, heritage, and value. One of the most effective ways to achieve this impression is through embellishments. These special finishing techniques bring depth, texture, and shine to a label, transforming it from functional packaging into a true brand statement.

WHAT ARE EMBELLISHMENTS?

In the simplest sense, embellishments are finishing touches applied during or after printing to create visual and tactile effects. On a wine or spirit label, they can range from shimmering foils and raised embossing to velvety coatings and spot gloss varnishes. These enhancements don't just look attractive; they invite interaction, communicate premium quality, and can even support brand storytelling. For example, a debossed vineyard crest suggests tradition and heritage, while a holographic foil band signals modern luxury.

TYPES OF EMBELLISHMENTS

The most familiar embellishment is foil stamping, available in hot or cold applications. Hot foil uses heat and pressure to transfer metallic or holographic designs onto the label, producing crisp, brilliant highlights. Cold foil, applied in-line during printing, is more efficient for longer runs. Metallic and pearlescent inks provide a subtler sheen, particularly effective for backgrounds or large color areas, while spot gloss varnish creates dramatic contrast when paired with a matte paper stock.

Embossing and debossing, where parts of the label are raised or recessed, are classic techniques that add tactile appeal. They are often used for logos, seals, or vintage marks, reinforcing the craftsmanship associated with fine wines and spirits. Raised screen printing or tactile varnish achieves a similar effect in a different way, laying down thick ink deposits that can be felt when touched.

For brands looking for something more modern, digital embellishments such as digital foiling and varnish offer flexibility for short runs, personalization, and variable designs.

Other finishes, such as soft-touch coatings, matte laminates, or holographic films, round out the toolbox. Each has a distinct look and feel, from the understated elegance of a velvety matte to the eye-catching shimmer of a hologram. The best labels often combine several embellishments strategically, creating a layered effect that draws the eye while staying true to the brand story.





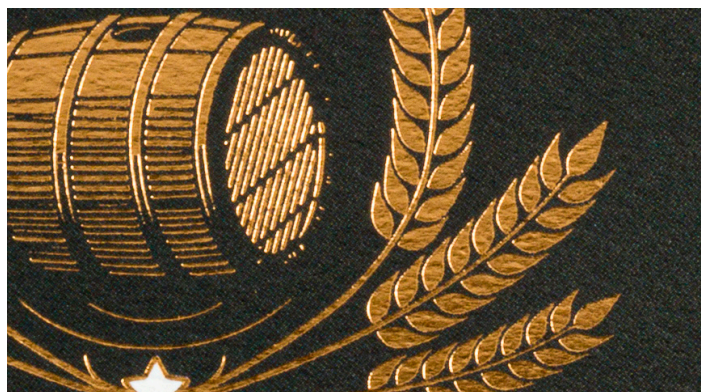
BEHIND THE SCENES

Specialized equipment and expertise

At Custom Label, we know that a great wine or spirits label is more than just ink on paper, it's the finishing touches that create a sense of craft and quality. That's why we use a state-of-the-art finishing system that brings labels to life with details like hot foil, embossing, and specialty coatings.

These embellishments don't just add shine and texture, they elevate your brand, making your bottles feel as premium as the product inside. For wineries and distilleries looking to capture attention and convey authenticity, the latest technology in finishing helps us deliver labels that tell your story beautifully.

No matter how your labels are printed, digitally for small batches or flexographically for larger runs, we use the same high-end finishing equipment to add the finishing touches that elevate your brand.





PROFESSIONAL EXPERTISE

Expert guidance that make embellishments work

When it comes to wine and spirit labels, embellishments like foiling, embossing, or specialty varnishes can transform a design from simple to extraordinary. But creating labels that look beautiful and perform well requires more than just choosing a decorative finish. At Custom Label, we focus on ensuring that each embellishment is compatible with the chosen material stock and is also fit for the label's intended use. Different materials respond in unique ways: textured paper stocks may enhance the depth of an emboss, while smooth films can provide a cleaner surface for intricate foil patterns. Understanding these relationships is essential for achieving the desired effect without compromising quality.

Equally important is considering how the label will be used and the conditions it will face. A wine label stored in a chilled cellar or ice bucket must resist moisture, while a spirits label on a bar shelf should maintain its appearance despite frequent handling. Embellishments like hot foils or raised varnishes may need protective laminations or specialized adhesives to hold up under these conditions. Without this planning, finishes can dull, peel, or lose their impact. For example, fine foil details may break or flake on textured stocks, and high-build varnishes can sometimes cloud or smear when exposed to condensation. These issues are preventable when materials, embellishments, and end-use environments are carefully matched.

By carefully matching embellishments with the right substrates and production methods, Custom Label ensures that every wine or spirit label is both visually striking and reliably fit for use. Our expertise in this area brings your brand vision to life.





BRINGING IT ALL TOGETHER

Tips for design and the next steps

Here are some practical tips if you are planning to incorporate embellishments on wine or spirits labels:

1. Match embellishments to material choice.

Textured paper stocks look beautiful with embossing but may not capture fine foil details as sharply as smooth papers or films. Decide early whether the design relies on crisp metallic lines or tactile depth.

2. Think about the label's environment.

Wine bottles often face condensation in ice buckets, while spirits labels are handled frequently in bars. Foils, varnishes, and coatings may require protective laminations or adhesives to keep them looking their best.

3. Use embellishments to highlight

Foil, embossing, or spot varnish works best when it emphasizes key elements such as logos, varietal names, or design accents. Overusing them can dilute the premium effect.

4. Consider print run size and method.

Some embellishments pair more efficiently with digital printing for short runs, while others are more cost-effective in flexographic runs. Discuss production method with your print partner before finalizing the design.

5. Collaborate early with your label supplier.

Sharing your vision and asking for input before locking in the design can save time and cost. Your supplier can advise on what will reproduce well and how to avoid issues once your labels are in production.



SEE. TOUCH. EXPERIENCE. ORDER YOUR LABEL SAMPLES NOW!

Before you commit to a final design, request samples to experience the look and feel of different embellishments firsthand. Texture, shine, and dimension can't be captured on screen, and having samples in hand ensures your label creates the impact you envision.



SCAN TO ORDER SAMPLES.



**"We always have
time for you."**

Family owned and operated, Custom Label has been printing for over 40 years. Centrally located in Livermore, CA, we utilize the latest print technologies, processes, and materials to provide you with packaging that sets you apart.



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