



CHALLENGE	STRATEGY	CREATIVE	RESULTS
<p>This began as a personal project among friends. The challenge was to create a private label for each year's release from a selected winemaker. The idea was to gather friends around a shared love of wine, with behind-the-scenes tours, events, etc.</p>	<p>Each year, the release would carry the name Lagniappe – a New Orleans word for “a little something extra.” But the label design would vary, depending on the varietal, origin and winemaker's personality.</p>	<p>The first year's label visually expressed the turbulent Klamath River, which runs past the vineyards where our wine originated. The next year, reference was to the Barrel Project itself. And the third year combined Old and New World sensibilities in its label design.</p>	<p>The Barrel Project continues to draw friends together, not only for a love of wine, but for all the “little something extras” that the Lagniappe label represents.</p>

