

Q&A

DOUBLE GOLD

Label Series, Q&A
2016 San Francisco
International Wine
Competition: Label Division

WINE INDUSTRY AWARD IN MARKETING INNOVATION

North Bay Business Journal
Category: Marketing
Innovation

Consumers are having fun enjoying the wine and learning more about their passion in a win-wine way. It's turning out to be a crowd-pleaser, because people are naturally inquisitive. Once they know that this is the "Trivial Pursuit of wine," their curiosity gets the best of them.

MOST OUTSTANDING PACKAGE

Wines & Vines: as chosen by ballots cast by conference attendees: The Rubin Family of Wines for its brand Q&A, which was designed by CF Napa.

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