

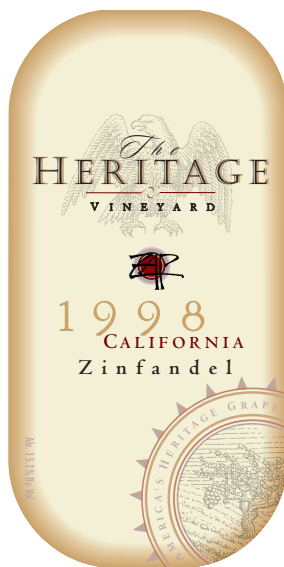
The Heritage Vineyard Label

by Dave Pramuk
Robert Biale Vineyards

Each vintage, a different ZAP producer assumes the privilege of crafting a Zinfandel wine from The Heritage Vineyard. Robert Biale Vineyards produced the 1998 vintage. In crafting the wine, we also wanted to design and produce a label for the vineyard in keeping with the vineyard's diverse collection of clonal selections—a living library of Zinfandel offspring from old vineyards all over California.

The vineyard is located in Oakville, Napa Valley, within the UC Davis research vineyards and was planted by UC Davis with support from ZAP as a way to ensure and identify the genetic heritage of this enigmatic grape of still uncertain origins.

The objective for the label design was to bring together through words and imagery the key elements of what the Heritage Vineyard and Zinfandel is all about: The Heritage Vineyard name and story; Zinfandel's widespread adoption by California wine-makers; Zinfandel's role in American agricultural history; Zinfandel's support by the non-profit educational alliance—ZAP; and in general, Zinfandel's classic qualities and diverse style characteristics from the rustic to world-class. In addition, an official seal com-



memorating Zinfandel as America's heritage grape was discussed as a possibility for incorporation into the label's design.

The resulting front and back labels, selected from a lineup of prototypes captured beautifully the key concepts and vineyard story as well as incorporating an official seal depicting an old Zinfandel grapevine ringed by the words "America's Heritage Grape." The bald eagle, an exceptionally strong American image was used to emphasize Zinfandel's Americanness. The words "The Heritage Vineyard" convey that the wine was made from grapes grown in a single vineyard. A more inclusive appellation, "California," was selected to convey the diversity of Zinfandel and its adoption by pioneering growers and wine-makers throughout the State from its earliest history. And, finally, the ZAP logo was incorporated into the middle of the label to indicate the organization's sponsorship of this unique project.

The Heritage Vineyard label project was a collaborative effort involving Dave Pramuk of Robert Biale Vineyards and Erin Cline of Cline Cellars. ZAP extends a special thanks to John Grigsby at LSK Labels for their generous printing donation.