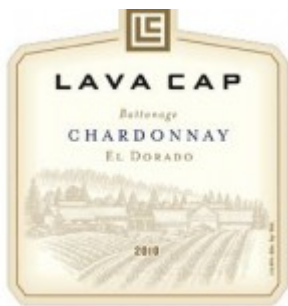


# Lava Cap Winery redesigns Logo, label

Lava Cap Winery of El Dorado County has a new logo and label design, with an updated website coming soon.

“The classic, timeless look and feel of the new brand image not only evokes the winery’s heritage, but also indicates the quality of the wine handcrafted by the Jones family,” Shelley Mitchell, spokeswoman for the winery, said.



The new label for Lava Cap’s premium varietal wines feature an illustration of the winery and highlights the mountainous El Dorado appellation. To create a clear distinction for Lava Cap’s blended wines, another new label design features a colorful, modern illustration of the unique mountain vineyards near the historic American River.

Explaining the thinking behind their new brand image, Tom Jones, Lava Cap’s winemaker since the winery’s inception, in a press release said: “Our wines are a union between classic and modern, casual and elegant. We feel our new brand image showcases our style and passion. The new labels also underscore our winemaking heritage.”

Consumers will begin to see the new labels on shelves and in restaurants this month.