

## CASE STUDY

### Cabana Winery

#### Building brands for award-winning wines

Cabana Winery, Lodi's premier urban winery, has been winning awards for more than a decade. When it comes to wine marketing, however, what's on the outside of the bottle can sometimes be as important as what's inside.

Taylor uses a variety of special finishing techniques to provide eye-catching pressure-sensitive labels to Cabana Winery — helping them stand apart in a crowded marketplace.



When Taylor tells you **they deliver**, they mean it. Taylor treats all orders the same, **big or small**.

**ROBERT SMERLING**  
President, Cabana Winery



PREPRESS | PRINTING | EMBOSSING | FOIL STAMPING | SPOT COLOR