

HIGHLANDS WINES 41

NEW LOOK
SAME GREAT QUALITY

Highlands 41 is more than wine. Within each bottle you will discover the thrill of exploration and the spirit of adventure. Named after historic Highway 41 and the rugged Creston Highlands AVA, Highlands 41 is the embodiment of the energy and excitement you get from breaking out and taking the road less travelled. Proudly rooted in Paso Robles, our wines embody the pioneer spirit that founded the area and the amazing undiscovered flavors that can be found here.



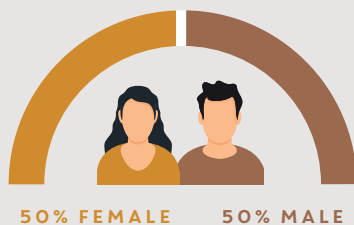
NEW CAPSULE DESIGN

IMPACTFUL DIE-CUT LABEL

**WHITE LABEL STANDS OUT
ON SHELF**

FOIL DETAILS

**UNIQUE EMBOSS WITH
MOUNTAIN RIDGE**



• APPEALS EQUALLY TO BOTH MALES
AND FEMALES

• WHILE THE WINE INDUSTRY TRENDS
OLDER, HIGHLANDS 41 SKEWS
TOWARDS YOUNGER CONSUMERS
(UNDER THE AGE OF 40)

