



**The remaining 300 bottles
of the remaining batch.
The best of the best for last.**

300, among the rarest bottles produced, this complex limited edition Cabernet Sauvignon celebrates the partnership formed by 3 creative minds, M&A Creative Agency's USA and Portugal divisions, and Napa Valley's Smith Devereux Winery. 100% Cabernet, this rich, complex, wine pays homage to the Devereux family history and lineage, which dates to medieval France.

Smith Devereux challenged us to create luxury packaging for this limited-edition wine, to give homage to the long history of the Devereux family while remaining true to the brand. The challenge was to reflect his family lineage, the number 300, and the 3 partners that joined to create this project from 3 different locations, Napa Valley, Los Angeles, and Portugal.

We selected the highest quality paper which emulates the core of the wine, it gives it an elegance, an exclusiveness that says, only a special few can possess one of these special bottles.

The color black represents the Spartan's armor, the front label design comprises of 300 dots, they are a symbolic vision of these brave Spartan soldiers, they also represent the 300 special limited-edition wine bottles.

The 3 red dots on the front of the label were highlighted "tamped", they are also on the tag, on the Devereux's Coat of Arms, as part of the whole design concept, they represent the 3 partners.

The neck tag hangs elegantly as to guard the bottle, the tag's edges in red as the V that crossed the shields of the Spartans. The tag is attached to the wine bottle's neck with leather, signifying history, strength, and unity.

The Devereux's family Coat of Arms, hangs proudly on the tag representing the House of Devereux and it has blind embossing finishing. 300 is a design that stays true to the founders' ethos, one that emulates the core brand value while still being uncompromising.

Our quest to have a perfect balance was achieved by delivering equilibrium between imagination and rigor in execution.



Smith & Devereux Branding
Blind embossing and varnish finishing

Smith&Devereux Code of Arms

Family heritage & history which which origin is France.
The 3 red dots were highlighted "tamped" as the part of the whole design concept.
The code of arms has a blind embossing finishing.
The kneck tag is attached to the bottle witha brown leather cord.

300
Hundred Logo



Smith & Devereux
Geographic Location:
Napa Valley

Ingrid Reyes
Geographic Location:
Los Angeles

M&A CREATIVE AGENCY
Geographic Location:
Lisbon . Portugal



Dots

These dots are blind embossed and highlighted with varnish.