

# Goose Ridge Estates

## STONECAP WINES

For over 15 years, Goose Ridge Estates has been handcrafting extraordinary, limited production wines using grapes harvested from their own 1,400 acre vineyard. Founded by the Monson family in 1999, the winery consistently garners high praise for the wines released under all three of its labels – Goose Ridge Estate Vineyard & Winery, Sol Duc and StoneCap. With over four decades of agricultural experience in the Columbia Valley of Washington State, they continue to grow, innovate and pursue winemaking – and marketing that wine - with great passion.



### Standing Out In The Field

While Goose Ridge Estates had long used sustainable eco-glass to bottle their wines in an effort to minimize their environmental footprint and continually adopted changes that would support their local and regional economy, they also made wines of extraordinary quality that needed unique packaging, both to stand out on the crowded domestic shelf and to be ready to ship internationally. For this, they needed a new box ... and for that, they only had to call their TricorBraun Winepak sales representative, Todd Wilson.

### Building a Better Box

Goose Ridge Estates needed a new carton for their StoneCap wines, one that would address three important issues. The first was that they needed a fresh and updated look for their carton so that it would have more endcap appeal at retail, while using fewer colors and providing cost savings overall. Next, the box needed to be printed in a very specific way so that it would be sure to meet strict export regulations. And finally, because this new box would have 100% ink coverage – something that can make cartons “slippery” and cause potential problems during shipping and at retail - something innovative had to be done with the process and materials used during printing to prevent that issue from occurring.

“The team at TricorBraun WinePak asked the right questions, listened to what we needed and gave us solutions that really worked”

— Molly Stutesman, VP of Sales and Marketing



the power of options

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### Details Matter

Todd worked closely with Goose Ridge and brought both his own and TricorBraun Winepak's deep experience with packaging, printing and logistics to their problems. First, Todd worked with eco-glass supplier, Verallia, and vendor Tacoma Rubber Stamp to transform Goose Ridge's design idea into a final, eye-catching print that could be done using just two colors, fulfilling the winery's goal of updating and upgrading the box while securing the cost savings they required. Next, the UPC code and case code information were combined into a single barcode and printed onto both sides of the box to comply with export requirements. And finally, a non-skid material was incorporated into the inks and then used in a flexographic

printing process which served to alleviate the potential "sliding boxes" problem. And just like that, Goose Ridge could focus on making exquisite wines and rest assured that those wines would get to market safely and beautifully.

### Experience and Passion Make a Difference

The critics have said that the latest releases from Goose Ridge Estate Vineyard and Winery are some of the best to emerge since their debut vintage in 1999. And now, with the help of TricorBraun Winepak, their updated and improved packaging represents that wine at market appropriately and, even better, it is being transported – and exported - seamlessly and safely.

**TRICORBRAUN**<sup>®</sup>  
winepak

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