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WHO: SUGARMAN DESIGN
WHAT: WINE EXHIBIT - HOW WINE BECAME MODERN
WHEN: NOVEMBER 20, 2010 TO APRIL 17, 2011
WHERE: SAN FRANCISCO MUSEUM OF MODERN ART

Sugarman Design Wine Label Featured in SFMOMA Exhibition

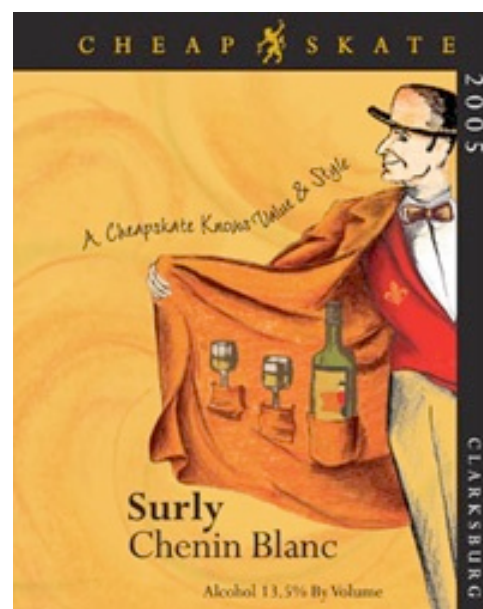
SACRAMENTO, CA – It's not often a graphic design firm can boast that work it produced in the last ten years will be shown in a major museum exhibition. Paula Sugarman, principal of Sugarman Design, was delighted, and admittedly surprised; to learn that one of the firm's wine labels is part of the San Francisco Museum of Modern Art (SFMOMA) exhibition *How Wine Became Modern: Design + Wine 1976 to Now*. The exhibition running from November 20, 2010 to April 17, 2011 explores the contemporary culture of wine and the roles architecture and design have played in its transformation.

Among the items on display in the exhibition's Wine Labels and Brand Identity gallery is a label Sugarman Design created for GrapeCraft Wine's 2005 CheapSkate Surly Chenin Blanc. The urbane humorous label came when Bob Kreisher, then director of sales at GrapeCraft, asked Sugarman to design a new label for CheapSkate, an existing brand.

Jennifer Hill, the label's designer: "Bob wanted to see a proper gentleman in a dapper tuxedo and top hat accompanied by the phrase 'A Cheapskate knows value and style.' Of the many concepts presented, the 'flasher' was not one we expected him to choose. We knew we were pushing the envelope, but it was too fun not to include in the presentation."

First on the market in 2005, the label still draws attention. You either love it, or hate it.

"It's an honor to feel that our work may have played even a small role in transforming an entire culture. The truth is, we love designing wine labels, so the recognition is simply a happy by-product of doing what we love." "We had no idea any of our labels was being considered for the show until the SFMOMA notified us in September, said Sugarman.



Sugarman Design's offbeat wine label for GrapeCraft Wines is among the labels featured in the San Francisco Museum of Modern Art (SFMOMA) exhibition "How Wine Became Modern: Design + Wine 1976 to Now."

In addition to the Wine Label and Brand Identity gallery, the exhibition features a gallery on the 1976 Judgment of Paris, when nine French wine experts blind-tested wine vintages and declared several California wines superior to their French counterparts. The event moved California wines into the spotlight and began an industry transformation around the world, fueled by the convergence of media, architecture and design. The exhibition merges original artifacts with works of art, informative text and full-sensory multimedia presentations. Other exhibition galleries include Terroir, The World of Wine, Modern Production, Images of Place, Wine Architecture, Vineyard Tourism, Taste and Expertise, Smell and Words, and other thematic experiences.

For more information on the *How Wine Became Modern: Design + Wine 1976 to Now* exhibition, visit www.sfmoma.org.

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About Sugarman Design

Established in 1999, Sugarman Design (www.sugarmandesigngroup.com) has established a national reputation in food and beverage packaging and has created several brand identities for wineries, as well as a number of award-winning wine labels. Located in Fair Oaks, a village just outside Sacramento, the firm's wine related clients span the country from the San Francisco Bay Area to New York. It includes brand identity and package design, print collateral, websites and interactive marketing material. Evidence of the firm's passion for wine label design can be found on its blog winelabelsthatwork.com.