



Emil Bauer & Söhne

Provocative and divisive, a wine label with character and attitude by ROTHWILD & DESIGN.

Emil Bauer & Söhne is a family-run winery, now in its fifth generation, based in Landau-Nußdorf, Germany. It is known for producing excellent wines with unusual labels, and for its unusual advertising and "guerrilla" marketing tactics. It was co-owner Martin Bauer, a marketing student, who gave direction to the packaging design for a new wine range, stating that labels should not only convey the unique character of the wine but offer insight into the thoughts and attitudes of its creators. Rothwild & Design used the label as a canvas on which to share the provocative thoughts of the owners. Different views are coherently pulled together through type choice, simple color, and layouts. The result is idiosyncratic and likely divisive, but definitely bold, uncompromising, and singular in its vision and realization.

