# Butter Wines unveils new packaging to enhance market appeal



Butter Wines, renowned for its flagship product Butter Chardonnay, has announced a comprehensive redesign of its packaging across its wine portfolio, commencing a strategic move aimed at enhancing its market presence and consumer appeal. The brand, which disrupted the wine sector upon its introduction in 2010 with its distinctive bright yellow packaging and approachable pricing, seeks to further distinguish its offerings to engage a broader spectrum of wine-drinking audiences.

John Anthony Truchard, Founder and CEO of John Anthony Wine & Spirits, stated, “When Butter Chardonnay was first released in 2010, we broke many of the established rules. From the bright yellow packaging to the non-traditional name, Butter was a standout among a sea of traditional bottlings." He highlighted the brand's commitment to delivering exceptional quality at accessible price points for special occasions and everyday enjoyment, signalling the brand's emphasis on consumer satisfaction.

As part of this packaging evolution, the Butter portfolio has expanded beyond Chardonnay, introducing a range of varietals that include Butter Cab, known for its rich and velvety character; Butter Sauvignon Blanc, characterised by refreshing tropical notes; and Butter Pinot Noir, which offers a luscious and smooth finish. Recently, Butter Wines launched ButterLight Chardonnay, the brand’s first entry into the low-alcohol segment, which features only 85 calories and an ABV of 8.5%. This product has already garnered critical recognition, including 91 points from The Tasting Panel and a Gold Medal at the New York International Wine Competition for its authentic and creamy flavour profile.

Jeff Kandarian, Executive Winemaker at John Anthony Wine & Spirits, emphasized the high expectations for the Butter range, asserting, “The bar has been set high with Butter Chardonnay. The other Butter releases have had to more than deliver on expectations for their varietals.” He asserts that the brand's aims remain to offer the highest-quality wines in the sub-$20 price segment.

The packaging redesign, helmed by Chief Creative Officer Liza Butler, involved a thorough selection process for glass types, label designs, and capsule choices, effectively differentiating each varietal. Additionally, strides were made towards sustainability, utilising lighter glass options, reducing label sizes, and adopting twist-off caps for convenience. Butler expressed enthusiasm for the redesign, noting, “The Butter yellow serves as a clear indicator of great taste and value while effectively highlighting each individual varietal.”

The phased rollout of the new packaging is set to occur throughout 2025, with the updated Butter Sauvignon Blanc already beginning to reach retail shelves. This varietal features a flint-glass bottle adorned with elegant silver accents against the iconic Butter yellow background. Garnering an impressive 94 points at the New York International Wine Competition 2024, Butter Sauvignon Blanc boasts tropical notes of key lime, papaya, and pineapple, thanks to low-temperature fermentation processes that preserve its youthful fruitiness.

Sarah Montague, Chief Marketing Officer, emphasised the significance of shelf appeal in an increasingly crowded market, asserting, “The new Butter packaging is as stunning as the wines inside them, easier for wine lovers to find their favourites, and line priced under $20.” To support the launch of the newly designed products, the brand plans to implement impactful point-of-sale strategies, engaging seasonal campaigns, and sophisticated digital marketing initiatives in the brand's signature Butter yellow.

Consumers will be able to find all Butter Wines priced under $20 (MSRP) across local grocery, convenience, and liquor stores, as well as online through DrinkButter.com/Find. This strategic packaging overhaul signifies Butter Wines' commitment to redefining the consumer wine experience while continuing to honour the brand’s foundational values of quality and approachability.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.prnewswire.com/news-releases/butter-wines-unveils-strategic-portfolio-packaging-redesign-302406403.html> - This article supports the claim about Butter Wines' packaging redesign and its strategic expansion across the wine aisle, highlighting the iconic yellow label and the introduction of new varietals.
* <https://www.winebusiness.com/news/article/299767> - This source corroborates the information about Butter Wines' packaging redesign, focusing on the rollout of new packaging throughout 2025 and the introduction of Butter Sauvignon Blanc.
* <https://www.noahwire.com> - This source is mentioned as the original article's source, though it does not provide direct corroboration without access to specific content.
* <https://www.drinkbutter.com/find> - This URL supports the claim that consumers can find Butter Wines online through DrinkButter.com/Find.
* <https://www.facebook.com/jamcellars> - This social media platform is mentioned as a place where consumers can engage with Butter Wines, though it does not directly corroborate specific claims about the packaging redesign.
* <https://www.instagram.com/jamcellars> - Similar to Facebook, this platform is where consumers can interact with Butter Wines, but it does not provide direct corroboration of the packaging redesign details.
* <https://www.packagingstrategies.com/articles/105510-butter-wines-unveils-redesign-across-entire-portfolio> - Please view link - unable to able to access data