

DANCIN



Adagio

20
15 | PINOT NOIR
SOUTHERN OREGON

DANCIN



Capriccio

20
16 | CHARDONNAY
SOUTHERN OREGON

DANCIN



Danseur

20
14 | SYRAH
SOUTHERN OREGON

DANCIN



Finale

20
15 | PINOT NOIR
SOUTHERN OREGON

DANCIN Raises the Barre with New Labels

by CHRIS COOK

“Every vintage is an annual dance in harmony with nature and humanity, with vines and wines. It includes all the partners that show up during the season—be it good or challenging—perfect temperatures, freezes, adequate precipitation, drought, hail, birds or even bears. It’s time and place, captured in a bottle.” ~Dan Marca

*A*ll it took was a thoughtful observation and candid comment from a guest in late 2015 to get Dan Marca to completely upend the DANCIN Vineyards label design he had used since his first vintage in 2010. And while the original design—based on a thoughtful and thorough branding process—had worked beautifully in the past, DANCIN’s wines had evolved and it was time for the labels to catch up.

What was the observation? Well, it happened one day when Dan had been in the tasting room with two guests visiting from Washington, DC and the Bay Area—a restaurateur and a close friend. As he walked them through the winery’s array of Chardonnays and Pinot Noirs, one commented frankly that “the label doesn’t prepare me for the elegance that’s in the bottle.”

As Dan considered the splashy, colorful label, he agreed. “I was happy to have that feedback,” Dan said. “We are always talking about how to improve—how to make the guest experience the best it can be.”

Shortly following that tasting, Dan broached the subject of a label refresh with his wife Cindy, who wasn’t overly enthusiastic at first, but then took the lead at certain times during the lengthy process.

“Dan and I had weeks of conversations before moving ahead. We pursued many options with several talented people, and then things started to unfold and take shape with an amazing team, and everything fell into place!”

The original label design featured part of a watercolor image of Dan and Cindy, his wife and partner, dancing. You wouldn’t know that at first glance. All that showed on the label was a flourish of the bottom of Cindy’s long, red dress on a gold and green background representing the vineyard floor. A nod to the owners, the name DANCIN was prominent in blocks of red (DAN) and green (CIN) to illustrate—as Dan



notes—that he and Cindy “are polar opposites.” He claims he’s a red Type “A” born in New York City and Cindy’s a green Type “Z” from Southern California.

In the back of his mind, Dan says he had been concerned that the colors were possibly “too autumny.” So he was ready for a change.

With wine names like Pas de Chat, Pas de Deux, Chassé, Adagio and Ballerina, and the comment that the label didn’t prepare the consumer for the elegance of the wine, the design team honed in on an image of a ballet dancer with a wine “dress.” The idea was fanciful and met Dan’s criteria: authentic, elegant and unique.

The process to go from a pretty good label to one that is exceptional was time consuming and required hours of conceptualization, photography, graphic design and finessing each element of the design. If there’s one thing you can count on Dan for, it’s to understand the purpose of every action he takes—from his wines to his tasting room, with tableside service to the design of the new label series.

The color of the wine dress is consistent with the color palette of the wine in the bottle. It’s printed with a textured spot varnish that makes it look wet. The dancer’s movement matches the spirit of the wine. Looking at the Syrah label, it’s clear that the wine will be bold in its elegance due to the texture and thickness of the Syrah skins—much more so than the Pinots and Chardonnays, and therefore is named “Danseur,” meaning a male ballet dancer. The new labels assert that the “wines are primarily named after movements within ballet, a form of dance wherein dedication, discipline and balance are in submission to the grace and beauty of the final performance.”

The passion of the dancer matches Dan and Cindy’s passion for DANCIN wines and the hospitality-focused destination winery they have created. The desire to delight customers runs deep. “Whether you are enjoying our wine at our winery, at a restaurant or at home, we wanted the bottle and corresponding label to become part of the dining experience,” Dan explains. “It’s about delighting your senses, as you savor the moments in time.”

One wine stands out from the rest: Tribute, a 2014 Barbera, a recent Gold Medal recipient at the 2017 San Francisco Chronicle Wine Competition, crafted specifically as a tribute to a visit Dan took with his family to his dad’s (and 103-year-old grandmother’s) hometown in Italy four decades ago, which became a strong inspiration for the tasting room and service-style at DANCIN.

An insider’s guide to the packaging:

- The bottles are all-genuine Italian or French glass because it’s important to Dan to stay true to the varietals he’s producing.
- On each label, the dancer is either touching the ground or has a shadow on the ground, which represents the connection between the wine and the earth, capturing the sense of place and the transformation of the activities in the vineyard and its corresponding terroir into wine through the celebration of the wine dress. The seven dots on the capsule represent the seven distinct Pinot Noir clones planted on the estate. Also on the capsule, you’ll find DANCIN’s signature phrase, “Dance like nobody’s watching.”
- The name DANCIN comes from combining the names of owners Dan and Cindy Marca. The name makes sense on more than one level, Dan says, because “Every vintage is an annual dance in harmony with nature and humanity, with vines and wines. It includes all the partners that show up during the season—be it good or challenging—perfect temperatures, freezes, adequate precipitation, drought, hail, birds or even bears. It’s time and place, captured in a bottle.”

