

Domenica Amato

Amici e vini sono meglio vecchie

Mission Statement:

Inspired by the old world, but utilizing the best of the new, Domenica Amato produces distinctive wines that are best enjoyed with your loved ones around the Sunday dinner table. Hailing from off the beaten path and sometimes featuring varietals and styles that are apart from the norm, our wines offer a unique experience with every bottle.

Domenica Amato will focus on the Pinot family of grapes - Pinot Noir, Chardonnay, Pinot Gris & Pinot Blanc - and may from time to time make limited production wines from more eclectic varieties and in experimental styles.

Possible Taglines:

Amici e vini sono meglio vecchie - Old friends and old wines are best
Distinctive wines from off the beaten path.
Wines from your grandmother's kitchen.
Rustic wines to be served at Sunday dinner.

Brand Feel:

The brand design should evoke the old world, specifically those small towns in Italy where time seems to have stopped at some point in the last 100 years.

Brand Buzzwords:

Rustic. Roots. Family. Dedication. Distinctive. Personality. Relationships. Tradition. Artisan. Handcrafted.

Domenica Amato, the label:

Designed to look like a passport/identity card, with the relevant wine information taking the place of the personal information.



Domenica Amato, the logo:

“Repubblica Italiana” emblem from the passport, except with “Domenica Amato” replacing “Repubblica Italiana” and possibly a sketch of Domenica filling up the middle instead of the star.



Colors:

Reddish hues with black, white, and possibly with some subtle blue or green accents.

Domenica Amato, the woman:

Born in Caccamo, Sicily. Emigrated to the US with her husband and youngest son in the 1960s in search of a better life. This photo was taken upon their arrival in America:

