Message on a Bottle: Colours and Shapes of Wine Labels

Luiz de Mello
OECD Economics Department, Paris

Ricardo de Borobia Pires Gonçalves
Department of Business Economics,
Universitat Autònoma de Barcelona – UAB, Barcelona
Ricardo.Pires@uab.cat

Abstract
Wine consumers rely mainly on the label to infer the quality of a bottle. But there is little empirical research on how colours can be interacted with shapes in the design of wine labels. This study draws from an experiment using data from Spain and shows that there are strong preferences for selected colour-shape combinations in label design. Surprisingly, colour alone does not elicit as strong preferences as certain shapes do, at least when they are assessed irrespectively of the shapes featured in the label. Other combinations, on the other hand, are very resilient, especially those that contain colour hues, such as brown, yellow, black and green, in labels with salient rectangular and hexagonal patterns.

1 Corresponding author. Mailing address: ricardo.pires@uab.es