



Winemakers have but a few square inches in which to encourage a sale....

Mollydooker, an Australian company known for its rich, intense wines, learned that buyers are “much more likely to purchase a wine they actually touch on the shelf,” says Alicia Kelley Raymond, its U.S. director of marketing. Hence, what’s attached to Mollydooker’s flagship Velvet Glove Shiraz, made in outstanding years only, is, well, a black velvet glove.”

The wines can be terribly serious, if the packaging isn’t. Mollydooker, which is owned and run by husband-and-wife team Sparky and Sarah Marquis, has earned ratings in the 90s—many of them actually 99s—from wine critic Robert Parker and influential wine magazines.

“We put as much thought into the designs of our labels as we do into our wines themselves,” Sarah Marquis says. “We want the whole experience with Mollydooker to be fun, rewarding, stimulating, and memorable.”

Other labels feature illustrations of Sarah playing her violin or of Sparky racing on his scooter or fumbling as a maître d’. Daughter “Gigglepot” Holly and son “Blue Eyed Boy” Luke have their moments, too. Mollydooker also created labels that are written sideways so shoppers have to turn the bottles horizontally to read them. Small, perforated informational tabs can be torn off the back labels to make it easier to find the wine again.

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Mollydooker 2006 Love Story (\$80)

When juxtaposed, these labels create one image. Whence the names? “Ever since Sparky and I met, I feel as though we’ve been traveling down an enchanted path,” says Sarah Marquis, who makes the wine with her husband, Sparky. “Our whole family is involved in making our wines. So it’s like a carnival of love, with the wines bringing us all together,” says Janet Gawith, Sparky’s mother.

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Mollydooker 2006 Velvet Glove Shiraz (\$175)

Rich, velvety wines with intense flavors are Mollydooker’s trademark. Their Velvet Glove Shiraz, which is made only in outstanding years, sports a label that’s actually a glove made from black English velvet.

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