



IWSC

INTERNATIONAL
WINE & SPIRIT
COMPETITION
2017

SPIRIT PACKAGING WINNERS 2017



White Spirits Trophy

Brighton Gin, Brighton Gin Spirits
Company Ltd

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Brighton Gin

Brighton Gin branding uses the distinctive colours of the famous city's trademark colour - Brighton Seafront Blue.

The bottle and labelling reflect the colour seen on taxis, railings and signs everywhere. The label design further adds to the mystique, shaped like a ticket it invokes a feeling of journeying and adventure. It's a ticket to ride. A ticket for the pier, or maybe a London to Brighton ticket. It sums up the icons and contradictions of Brighton.

Within our label the word Brighton is created using gold embossed dots depicting the beautiful Brighton Pier sign which is emblazoned with light bulbs lighting the night sky.

The world famous Brighton Pavilion is represented alongside embossed images of our botanicals milk thistle and juniper. The glassware's gentle, sloping tiered shoulders are a reflection of the charming and historical West Pier and creates a tactile and fluid bottle.

Each bottle is filled, waxed and labelled by hand using locally sourced vegan wax and is also the same beautiful seafront blue.

Our branding has generated a buzz in the city and also around the country. The empty bottles are widely used as decoration within the tourist industry and by our customers in pubs, hotels, conferences, weddings and simply for pleasure. We believe our branding encapsulates the spirit of Brighton.



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Brown Spirits Trophy – Joint winners

Glenfiddich Project XX Single Malt
Scotch Whisky

Glenfiddich IPA Experiment Single Malt
Scotch Whisky, William Grant & Sons

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Contemporary Trophy

Italicus Rosolio di Bergamotto,
Italicus Ltd

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Traditional Trophy – Joint winners

Cap Mattei Grande Réserve Quinquina
Rouge 2015

Cap Mattei Blanc 2015, La Distillerie

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Wow Trophy

Padró & Co. Rojo Amargo Light
Box, Unión Vegas SL

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Padró & Co. Rojo Amargo

We believe that our Rojo Amargo packaging is also very innovative in the vermouth market. It is one step on from the packaging created for the Padró & Co. family of four but maintains the original essence of the brand including the idea of creating a highly recognizable and distinctive design so that consumers will know the brand even before they see the logo.

The idea is also to challenge the traditional concept of vermouth as an acquired taste belonging to the older, conventional palate (particularly as a lunchtime aperitif) and open it up to a younger generation and evening/nightlife settings.

To this end we have made a UV display unit for shops, bars and nightclubs to show how the packaging reacts under UV light. The pleasantly bright daytime presentation, with its clear copper tones comes to life, radiating its very own energy whilst the copper colour fades quietly into the background.

When designing this packaging our main aims were to:

- Achieve an attractive presentation, exciting and simultaneously challenging the norms with a daring combination of colours. Vibrant colours that make the product both elegant and bold, with metallic copper to transmit warmth.
- A contrast of very bright fluorescent colours with a dark base colour, to attract attention quicker, hold it longer and project something much more than just conventional colour.
- Transmit a clear premium message, giving the product special importance and re-confirming its gourmet character. To do this we have used black as the general base colour and a cylindrical outer case with our hallmark 360° all-enveloping floral design.
- Avoid a throw-away packaging. Both the bottle and its case can be re-used in a decorative capacity.



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An IWSC Special Mention



D-Day Gin won 3 silver medals on 'The International Wine and Spirits Competition' in London

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Storytelling Trophy

Ableforth's Bathtub Cut Gin,
Prohibition Liquor Co.

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Prohibition Bathtub Cut Label design

The prohibition era was one of speakeasy bars and bootleggers, making spirit at home or in underground dens, with makeshift equipment and an indelible spirit. The brief for the packaging of Prohibition Bathtub Cut gin was to evoke this era and the bootleg philosophy, but in a unique and contemporary manner.

Our solution was to work with an original 1920's image and bring it to life on the back label, viewed through the bottle. The outside of the back label takes an original prescription form from prohibition era and delivers a bespoke calligraphic story of how Bathtub Cut gin came about.

The bottle is a heavy French decanter, contrasting the clandestine feel of a hip flask, with super premium build quality and finish. The front, neck and top labels combine a high quality textured off white stock (contrasting with the golden colour of the gin itself) with a high build varnish and copper metallic foil detailing for the Bathtub Cut insignia.

The bespoke typography for the Prohibition identity is reminiscent of the hand-cut type of the time, with a contemporary edge. As the ABV of 69% is a standout feature of the product, the copper foil highlights the Alc/vol. along with the Bathtub Cut identity.

The handmade timber T-top cork holds a top label with the same copper foil and clear high build varnish detail. The result is a highly distinctive bottle with uncompromising shelf presence and an attitude to reflect the bootleggers it celebrates.