

BLOSSA GLÄGG



Properties list:

- collector packaging
- limited edition packaging
- contemporary
- adults
- end-user packaging
- single product
- update
- alcohols and spirits
- other shapes
- bottle
- glass and ceramics
- identity by typography
- identity by system of colour

Every year Blossa releases a new, limited edition bottle of a Glögg, a Scandinavian mulled wine, sweetened with honey, molasses or sugar, and imbued with fruit extracts and spices. Each limited edition is characterized by a specific colour (e.g. blue for the 2008 edition) and a specific graphical representation of the year number (e.g. 08).

Reference: <http://www.blossa.se> <http://www.bvd.se/en/news-28-01.htm>

Credits:

Country: Sweden

Year: 2003

Agency: BVD

User: V&S Group

Designers: Mia Heijkenskjöld, Sofia Ekvall

Other images:

