

GRAPPE UT



Properties list:

- alcohols and spirits
- additional structural elements
- bottle
- glass and ceramics
- cardboard and paper
- contemporary
- debossed, embossed
- identity by shape
- identity by system of colour
- new product
- range of products
- end-user packaging
- adults
- product accessibility

The 700 ml bottle interprets the tradition of ancient jars maintaining the idea of care and protection and transferring it to a modern, transparent and essential design. The brand is engraved on the glass in order to emphasize a direct link with the product. The large neck design is integrated with the pourer to guarantee a precise drop cut and a complete sensory fruition.

Reference: <http://www.artefice.it/php/search.php?brand=Grappa%20Frattina>

Credits:

Country: Italy

Year: 2009

Agency: Artefice Group

User: Fratelli Avena

Award: GrandPrix Brand Identity Award "Beverage Packaging", 2009

Other images:

