

PEPSI RAW



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Pepsi has introduced a new, pared-down natural version of Pepsi called Pepsi Raw. A limited launch of this new beverage is being offered in select bars in the UK. The identity was designed by Ziggurat from the UK. The bottle shape and graduated ridges are very attractive, coupled with the simple screen-printed graphics that allow the rich brown liquid to show through. These could work really well in an upscale bar setting. By returning to traditional glass bottle, Ziggurat's Pepsi Raw was a premium product feel that also takes advantage of existing glass recycling streams.

Reference: [Arts Project Packaging Design N.109 - april 2008](#)

Credits:

Country: UK

Agency: Ziggurat Design

User: Pepsi

Awards: Starpack Awards

Other images: