

# CARROTS BEER

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## Properties list:

end-user packaging  
range of products  
beer  
alcohols and spirits  
new product  
additional structural elements  
other shapes  
bottle  
glass and ceramics  
fabrics  
transgressive  
hand-made  
textured  
rough  
identity by packing process  
identity by illustration  
adults  
men  
limited edition packaging

The objective was to create a buzz around this high-end fashion boutique(CARROTS) and specifically around their men's line, driving new male customers into the store. We created a limited edition, designer beer made from carrots. We brewed the beer, handcrafted the bottle wraps,and applied the labels. The 22(oz.) burlap-wrapped bottles were hand-delivered as gifts to specifically targeted men and the 12(oz.)beers were served at CARROTS-sponsored events and in-store to enhance men's shopping experiences. Among the hundreds that received the bottle as a gift and the ones that tried it in the store, many people actually placed orders for beer to take home, turning a unique promotional item into a sexy and successful new product. Not to mention creating a buzz around the store.

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## Reference:

## Credits:

**Country:** USA

**Agency:** Pereira & O'Dell

Other images: