

# B HONEY CACHACA

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## Properties list:

end-user packaging  
single product  
new product  
wine  
box  
bottle  
glass and ceramics  
contemporary  
identity by shape  
identity by textures and patterns  
identity by colour  
adults

The box has a sleek matte finish and embossed with the B logo. The Special Edition B-Hive Chillbox was designed to stand out on its own, chilling the cachaca at VIP tables or as an eye-catching gift for the high-end party crasher. The simplicity of the packaging has attracted consumers throughout Brazil.

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Reference: <http://pereiraodell.com/work/b-cachaca>

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## Credits:

**Country:** Brazil

**Agency:** Pereira & O'Dell

Other images:

