

# ORONOCO DI DIAEGO RUM

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## Properties list:

gift packaging  
tactile packaging  
end-user packaging  
single product  
alcohols and spirits  
bottle  
labels and sleeves  
other materials  
glass and ceramics  
historical, traditional  
transparent  
opaque  
debossed, embossed  
identity by shape  
update  
identity by typography

At Starpack Awards 2006 the Supreme Gold Award went to a beautifully designed and innovative bottle for Diageo's Oronoco rum, which the judges said was a "stunning pack combining technical difficulty with real shelf presence".

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Reference: [ItaliaImballaggio N.10 October 2006](#)

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## Credits:

### Award:

Starpack  
Awards

Other images: