

ORONOCO DI DIAEGO RUM



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".

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

Credits:

Award:

Starpack
Awards

Other images: