

(RĪ)1 WHISKEY



(rī)¹™

Properties list:

- end-user packaging
- single product
- new product
- minimal
- contemporary
- glass and ceramics
- alcohols and spirits
- unusual visual association
- bottle
- transparent
- identity by shape
- identity by typography

From [\(rĀ«\)1 Whiskey website](http://press.rilwhiskey.com/press)

"The traditional rye whiskey category takes on a modern look and feel with the introduction of (rĀ«)1.

(rĀ«)1 is a cutting-edge spirit for today's top tastemakers and cocktail drinkers who are looking to expand their ultra-premium spirits repertoire.

(rĀ«)1 brings cocktails to life by celebrating smooth rye flavor notes, and its stylish packaging and simple name showcase a fresh take on a classic spirit.

Bottled at 92 proof, (rĀ«)1 features a light, slightly spicy flavor and a long, luxurious finish. Straight, the nose offers a gentle, peppery nod to its rye heritage. Cut with water, the scents of dried fruit and cinnamon push to the front, providing a rich palate experience.

Whether serving as the base of traditional cocktails, such as the (rĀ«)1 Manhattan, or the foundation of new signature recipes like the Rising Sun (½ part (rĀ«)1, ½ part fresh lemon juice and ½ part orange juice), (rĀ«)1 offers a smooth alternative to the cocktail scene.

(rĀ«)1 is packaged in a distinctive glass bottle with a single label that reinforces the brand's straightforward feel and modern style. Priced at approximately \$46-48 per 750ml bottle (varies by market), (rĀ«)1 is an exquisite spirit suitable for the most sophisticated lifestyle. Future variants, including (rĀ«)2 and (rĀ«)3, are planned to create a complete product line."

Reference: <http://press.rilwhiskey.com/press>

Credits:

Country: USA

Agency: Doe Anderson

Designer: Kevin Price

Other images:

