

ALCATRAZ ALE



Properties list:

- beer
- alcohols and spirits
- bottle
- metals
- minimal
- high-tech
- metallic
- identity by packing process
- identity by typography
- new product
- single product
- end-user packaging

Designed to look as if it were produced in Alcatraz Penitentiary by the prisoners themselves, the distinctive characteristics of this bottle are the overall metallic coating and regimental typography that distinguish it on the shelf from the many other beer products.

Reference: http://designarchives.aiga.org/entry.cfm/eid_2400

Credits:

Country: United States of America

Year: 1995

Agency: Cahan & Associates

User: Boisset USA

Designers: Bill Cahan, Sharrie Brooks

Other images:

