

# ALCATRAZ ALE

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## 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.

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Reference: [http://designarchives.aiga.org/entry.cfm/eid\\_2400](http://designarchives.aiga.org/entry.cfm/eid_2400)

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## Credits:

**Country:** United States of America

**Year:** 1995

**Agency:** Cahan & Associates

**User:** Boisset USA

**Designers:** Bill Cahan, Sharrie Brooks

Other images:

