

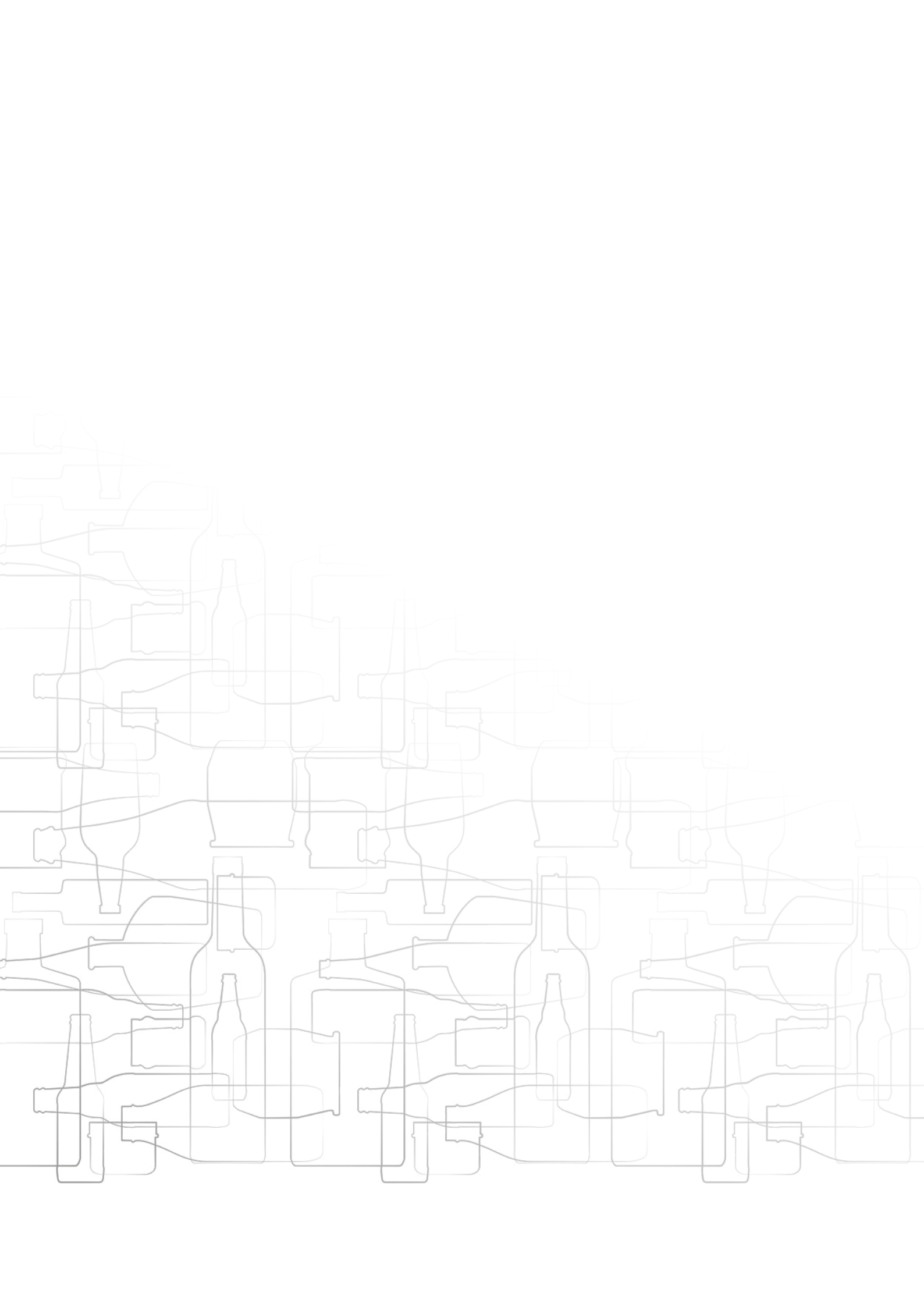
# DESIGN BOOK 2





# DESIGN BOOK2







# FOREWORD



I am honored to be introducing this second edition of O-I's Design Book.

Many things have happened since the first edition – the most challenging and disruptive one being the global pandemic that has touched each and every one of us. Many of our customers have been impacted by the various lock-downs of bars and restaurants, but it is during times of crisis that heroes and strong brands emerge. Because

we, as humans, admire those who turn a challenge into an opportunity. What does this have to do with glass packaging design? Everything.

There is a unique window of opportunity right now to reform emotional bonds between brands and consumers. Preferences are changing – and there is an emerging tighter focus on health, wellness & safety, sustainability, and enhancing the 'at home' living experience. As new habits are formed, it is a great opportunity to make brands an essential part of the new normal.

Glass is the healthiest packaging material and it is 100% endlessly recyclable – but it also plays with all our senses and elevates the everyday into extra-ordinary, memorable moments. And how important is that in today's climate? Nothing can tell your brand story as authentically and as distinctively as a bespoke glass package.

At O-I, we not only master the process to turn sand into glass, we also master how to turn a brand identity into designs, capturing the right emotions that will remind consumers what the brand stands for and what they love about it.

The products in these pages come from all over the world. They show how glass can reflect the personality and trends unique to every brand, every region and every segment.

I am proud of the work illustrated in this book and grateful to each of the brand owners and design agencies who have chosen to collaborate with O-I to harness the power of glass packaging to stand out on the shelf and tell their story. As you turn the pages, I hope that you, too, will be inspired by the magic of glass.

A handwritten signature in black ink, consisting of stylized, overlapping loops and lines.

**ARNAUD AUJOANNET**

Chief Sales and Marketing Officer



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# WHAT'S NEW IN THIS SECOND EDITION?

We've kept the same logic: products from around the world are grouped by category: beer, food, non-alcoholic beverages, spirits and wine. These categories are presented in alphabetical order. Products within the categories, are, well, in no particular order, except one that we felt would best delight your eyes by varying shapes and colors and effects.

Besides the exciting broad selection of new products and designs, this second edition of O-I's glass packaging design book features two new symbols:



Refillable glass bottles (RGBs) take the world's most sustainable package a step further. They can be refilled about 25 times before recycling, while delivering up to 66 times less CO2 emissions, per container, than aluminum cans. This makes RGBs one of the lowest CO2 emitting packaging choices.

By highlighting refillable glass packaging in this book, we want to show that what might be considered as an old-fashioned packaging, can in fact be very modern. You can have it all: great design and the most sustainable packaging on earth.

For more information  
on sustainability, please visit  
[www.o-i.com/sustainability](http://www.o-i.com/sustainability)



## MORE TO COME

In the next edition, we will look forward to seeing many bottles proudly displaying the recently launched Glass Hallmark. Find out more at [www.glasshallmark.com](http://www.glasshallmark.com)



choose  
tomorrow,  
today

A universal symbol representing glass's incredible benefits:

- Made of simple, natural ingredients
- 100% recyclable, infinitely
- Caring for our health and that of the planet. Did you know that glass is the only food and beverage packaging material Generally Recognized as Safe by the US FDA?
- Preserving the taste and quality of the products inside

# O-I : EXPRESSIONS

Sometimes, getting a fully bespoke glass bottle is not possible. But that should not stop us or you from capturing your brand story on your packaging. Because people judge books by their covers... all the time. That's why we have launched O-I : EXPRESSIONS.

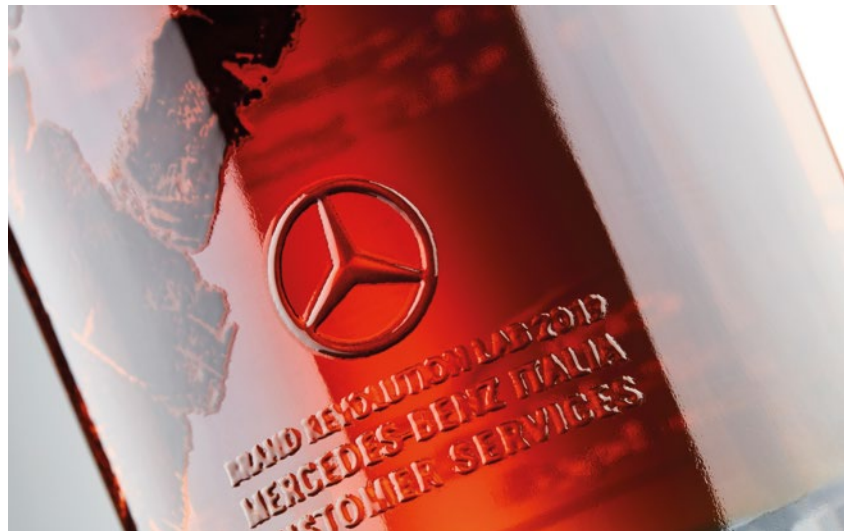
O-I : EXPRESSIONS is a late-stage differentiation and customization service, enabled by digital printing, that combines the integral benefits of glass with an agile, marketing-focused capability, turning your bottle into a canvas.

It offers fast customization on smaller volumes, enabling bespoke designs, limited editions, personalization, special artworks and promotional branding activities:

1. Low-volume personalization of packaging
2. No limits to creativity thanks to the virtually unlimited color options
3. O-I : EXPRESSIONS RELIEF : the breakthrough tactile effects of 3D-printed (transparent or colored) embossing
4. The possibility to realize multiple designs in one print campaign
5. In a sustainable way: O-I: EXPRESSIONS uses organic UV-inks, does not impact the 100% recyclability of glass and allows for lower inventory

What story do you want to tell your consumers?

For more information, visit  
[www.discoverexpressions.com](http://www.discoverexpressions.com)





# I. BEER





# VICUÑA SACRAMENTO ANDINO

**CUSTOMER**  
CANDELARIA

**COUNTRY**  
PERU

Inspired by mystic Inca society, the design embodies tradition, legacy and culture. The vicuña is a native Peruvian animal, a sister of the llama that has a long neck like the bottle. The limited-edition collectible craft beer bottle includes Pisco, Jora Corn, Muña, Maca, and other traditional Andean ingredients that make it really special.



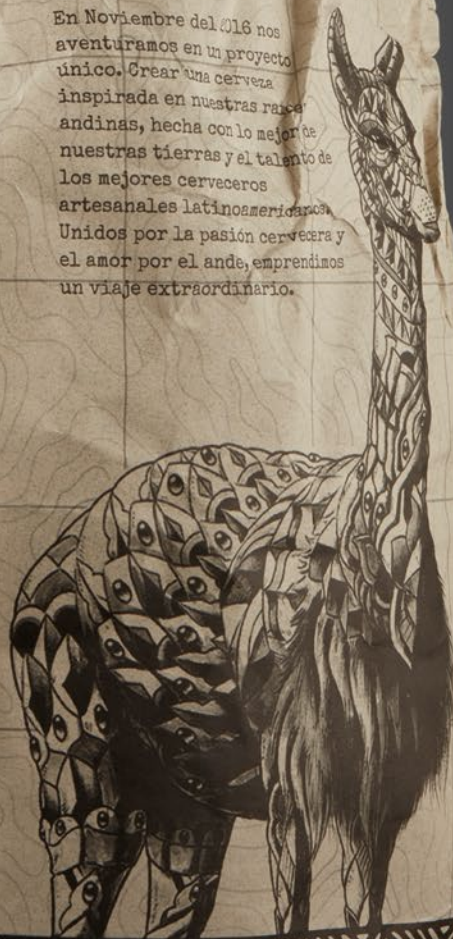




# VICUÑA

## SACRAMENTO ANDINO

En Noviembre del 2016 nos  
aventuramos en un proyecto  
único. Crear una cerveza  
inspirada en nuestras raíces  
andinas, hecha con lo mejor de  
nuestras tierras y el talento de  
los mejores cerveceros  
artesanales latinoamericanos.  
Unidos por la pasión cervecera y  
el amor por el ande, emprendimos  
un viaje extraordinario.



## BIRDS & BEES

**CUSTOMER**  
WILLIAMS BROTHERS

**COUNTRY**  
SCOTLAND



Instantly recognizable not only by sight but by touch, the amber bottle for Williams Bros. Brewing Co. reaches deep into Scotland's roots. The embossing recalls carvings left by the Pictish tribes in north and east Scotland from the 6th to the 9th century, instantly communicating the modern brewery's story to create freedom and community.





WILLIAMS BROS.



**PRIMATOR**  
SPECIALTY LINE

**16**

**EXKLUZIV**

CZECH  
*Craft*  
BREWERY

SLADEK

*Petr Kellner*

**PRIMATOR**  
TRADITIONAL LINE

**ANTONÍN**

**SVĚTLÉ  
VÝČEPNÍ**

CZECH  
*Craft*  
BREWERY

*Michal Lody*



**PRIMATOR**



Highly embossed with artistic and delicate details in the body and debossing on the heel, this bottle proudly gains an ownable, protected territory derived from the character and origins of this special beer. Retaining basic dimensions ensures the highly customized presentation works smoothly in the nation's returnable, refillable system while evoking strength, aspiration and loyalty.

## PRIMÁTOR

**CUSTOMER**  
PRIMÁTOR A.S.

**COUNTRY**  
CZECH REPUBLIC





## BARBARIAN BEER

**CUSTOMER**  
BARBARIAN

**COUNTRY**  
PERU

The Barbarian bottle projects attitude and passion for beer. The embossed isotype on the neck highlights the helmet, while the brand name is located just above the labeling area, being readable and non-invasive. The result is a bottle that differentiates Barbarian and carries the beer revolution.





BARBARIAN



## KORMORAN

### CUSTOMER

BROWAR KORMORAN

### COUNTRY

POLAND

The elegantly designed bottle features embossing both above and below the label. A soaring bird meets beer lovers at eye-level on the shelf, instantly communicating the brewery's focus on nature and dedication to brewing with all-natural ingredients.







IMPERIUM  
PRUNUM

Z SUSKĄ SECHLOŃSKĄ





## IMPERIUM PRUNUM

### CUSTOMER

BROWAR KORMORAN

### COUNTRY

POLAND

Smaller than the one for its sister beer, this bottle instantly conveys a premium image. It features a debossed band with embossing. The deep amber glass and gold print further emphasize the brand's elegant essence, unleashing the aristocratic personality of Browar Kormoran's Imperium Prunum.

## RABIETA

CUSTOMER  
RABIETA

COUNTRY  
ARGENTINA

A striking design, with embossed horseshoes along with a bold blue and yellow print label. The word "Malcriada," which roughly translates to spoiled brat, embossed above the label further communicates the spunky and playful story the brand's story is built upon.





MALCRIADA



cerveza  
premium  
Ecuador  
593

593

cerveza  
premium  
lager  
Ecuador

Somos jóvenes, libres  
y comunicativos. Con  
593, el código mágico,  
manifestamos nuestros  
sueños y desafíos.  
Somos un jugador que  
participa de frente en el  
mundo moderno.

593  
EQUADOR  
CERVEZA PREMIUM  
LAGER

LATITUD CERO®  
CERVEZA ARTESANAL - CCA

Daniel Kadatz  
MAESTRO CERVEZERO

Elaborada por Pilsenerland S.A. - Cerveza Clásica 5.0% y Lager.  
Tradicional, Cerveza y Cerveza. Industria Cervecería  
Publicación Sanitaria No. 11107 - JUN - 1974 - 100.000.000

CONT. CLARIFICACION PVP. Limpieza en botella  
CERVEZA SIN ALCOHOL Y SIN AZÚCAR. SIN AZÚCAR Y SIN AZÚCAR  
FORMA DE CONSERVACIÓN. Ambiente fresco y seco.

INGREDIENTES: Agua tratada, Maltas de Cebada, Lúpulo, Levadura.

Vol. Alc. 4% - Cont. 330ml.

CERVEZA • BIER • BEER • BIRRA

593-593



## CERVEZA 593

This premium beer from Ecuador's biggest craft brewery uses standout design features from top to bottom to communicate its big personality. The bold crown finish up top, the blue and white print down the center, and the numerals 593 – the country's code - debossed near the base combine to create a visual experience as smooth as the beer inside.

**CUSTOMER**  
PLURIALIMENT

**COUNTRY**  
ECUADOR





# EL CHARRO

**CUSTOMER**  
CHARRO BREWING CO

**COUNTRY**  
MEXICO

Materializing the brand. Decoding and rendering superiority in glass. Inspired by bank notes from the 1900s, the design presents an elegant evocation of Mexico's past. Striking and expertly illustrated, the bottle has a classy and premium feel.







## PILSENER LIGHT PLAYA

**CUSTOMER**  
CERVECERIA NACIONAL

**COUNTRY**  
ECUADOR

The bottle instantly transports beer lovers beachside with its blue sea, sun, and sand reflected in glass. The sky blue hue, a whimsical heart, and a very long neck evoke the brand's playful essence.



## PILSENER LIGHT LIMÓN

**CUSTOMER**  
CERVECERIA NACIONAL

**COUNTRY**  
ECUADOR

Differentiating from its I ♥ Mis Playas sister, this zingy and bright refreshing lemon flavor beer looks totally different and is served in a green bottle, adorned with illustrations of lemons. The green glass acts as a backbone to set the drinker's expectations for a fun and feel-good experience at first sip.



# OBRC REFILLABLE BOTTLE

## CUSTOMER

OREGON BEVERAGE RECYCLING COOPERATIVE

## COUNTRY

USA

Refillable glass bottles (RGBs) take the world's most sustainable packaging a step further. They can be refilled about 25 times before recycling. The call to action -- "Please Return" -- is boldly debossed on the bottle, appealing to the idea that all have a responsibility to do right by the planet. These messages were intentionally placed at wear points so they will become more prominent over time as the bottle matures.









## BIELA LIGHT

**CUSTOMER**  
HEINEKEN

**COUNTRY**  
ECUADOR

In a clear bottle, the golden allure of Biela Light shines through. Decorated simply with the brand's blue and white logo, the eyes are drawn to the blonde beer inside triggering love at first sight.





A classic bottle shape paired with fine embossing reinforces Blue Moon's artisan brand. The delicate embossing on the shoulder repeats the typography synonymous with this international favorite.



# BLUE MOON

## CUSTOMER

PIVOVARY STAROPRAMEN S.R.O.  
(PART OF MOLSON COORS)

## COUNTRY

CZECH REPUBLIC





## KORNUIT

**CUSTOMER**  
GROLSCH / ASAHI

**COUNTRY**  
THE NETHERLANDS / BENELUX



Bold yet playful embossing calls attention to this bottle on the shelf. The "K" from the brand name transforms into a hop leaf – one of beer's most recognizable ingredients -- in a refreshing and colorful way, inviting beer lovers one and all to come play.







Cerveza artesanal Craft beer

**ENDÉMICA**  
GALÁPAGOS

Blonde  
ale

330 ml

4,2 % vol  
malty, sweet, refreshing

DREAM GLOBAL  
DRINK LOCAL

¡VISITANOS EN SAN CRISTÓBAL / VISIT US ON SAN CRISTÓBAL



LA ENDÉMICA GALÁPAGOS



## CERVEZA ENDÉMICA

Sustainability is embedded into the DNA for the Galapagos Islands, and it's only natural a beer brewed for the island chain reflects those ideals. The sleek refillable bottle with a curvy neck yet stubby body forgoes a paper label in the name of creating less waste. Exploration is embedded into the design.

**CUSTOMER**  
DANIEL FRAGA

**COUNTRY**  
ECUADOR







## BAVARIA

### CUSTOMER

BAVARIA / SWINKELS FAMILY BREWERS

### COUNTRY

THE NETHERLANDS / BENELUX

An abstract compass embossed on the bottle signals to beer drinkers they've found their place. The year 1719 wraps around the compass, honoring the brewery's 300-year history of tradition and enduring quality.



# BUDWEISER

CUSTOMER  
ABI

COUNTRY  
COLOMBIA





Featuring the classic dark amber color in a 250ml and 350ml bottle, the design is iconic yet innovative by a special finish. Locally sourced in Colombia, the bottle reflects the long-standing prestige of the brand while conveying the communal nature of the beverage of beer and its essence of liquid friendship.





## 2. FOOD





## **OLEARIA DEL GARDA**

**CUSTOMER**  
OLEARIA DEL GARDA

**COUNTRY**  
ITALY

Olearia del Garda's high-quality olive oil is made from olives grown along the mild coasts of Italy's Garda Lake. The packaging is modern and attractive, expressing the premium nature of the product. The image of an olive is embossed along the upper part of the body and another embossing with the full brand name is displayed below the label. The brim along the bottom recalls the base of an ancient Greek column, an important culture element as ancient as oil. It also acts to increase the bottle's stability, a function sure to please appreciative cooks.







# LYOPHILIZED SOLUBLE COFFEE



## CUSTOMER

JUAN VALDEZ  
(FEDERACIÓN NACIONAL  
DE CAFETEROS)

## COUNTRY

COLOMBIA

Café Juan Valdez brings its origin story to life through a specialty glass container. The shape mimics the silhouettes of the Colombian mountains and the lid imitates the texture of the bags used to collect the coffee beans. The brand name is prominently embossed furthering the promise of excellence.



Premium glass-packed meat, Rekord features a wide glass bead under the cap to give consumers a good grip on the jar. The bold red color of the product is reflected throughout the packaging, promising the consumer the same bold experience.

## REKORD

### CUSTOMER

PT SERVIS KONZERVÁRNA SPOL. S.R.O.

### COUNTRY

CZECH REPUBLIC



## MAYONESA RUBINO

**CUSTOMER**  
PRONACA

**COUNTRY**  
ECUADOR

This premium mayonnaise jar is meant to delight consumers at first sight. The square glass jar is enhanced by bevelled edges and an arched design, conveying the smooth quality of the product, inviting consumers to grab it from the shelf.





## GENOESE PESTO WITH QUINOA

### CUSTOMER

CASA VERDE GOURMET (DANPER)

### COUNTRY

PERU

Gourmet ingredients deserve premium presentation. Casa Verde's award-winning appetizer is made with the highest quality artichokes, spinach and quinoa, seasoned with cheese, olive oil and vinegar. The glass jar captures the brand's understated elegance.





Cauvin

**Cauvin** **Bio**

Source de goût



Huile extraite à froid

**LA BIO**



Origine :  
Espagne et Tunisie | 75cl

**HUILE D'OLIVE VIERGE EXTRA**

DEPUIS 1951

# HUILES CAUVIN

**CUSTOMER**  
CAUVIN

**COUNTRY**  
FRANCE

Cauvin leans on a unique glass bottle to further position its high-quality olive oil in the French market. The bottles have a distinct shape and feature embossing to give Cauvin high visibility as well as diversity in this premium category.





## “B” JARS

**CUSTOMER**  
BETTO

**COUNTRY**  
ITALY



Follow this link  
to view success story





A premium and collectable range of glass jars to spice up Betto's Sicilian pastry shop take-away offering. This granita (a traditional semi-frozen dessert) can be taken home in one of the 26 jars, customized by O-I : EXPRESSIONS with calligraphy-style details reminiscent of Sicilian tradition. Each of them also features an elegant, digitally-printed colourful and tactile decoration of a letter of the alphabet allowing Betto's clients to compose names, words or even full sentences.

**O-I : EXPRESSIONS**



## SALSAS GOURMET

**CUSTOMER**  
LA COSTEÑA

**COUNTRY**  
MEXICO

La Costeña's gourmet salsas are created with the best chiles to compliment the best Mexican cuisine, and the packaging reflects the brand's premium nature. The container is instantly recognizable as gourmet, and a translucent pressure sensitive label allows consumers to visually experience the prime ingredients.



# 100 CL GUADALQUIVIR

**CUSTOMER**  
ACEITUNAS GUADALQUIVIR

**COUNTRY**  
SPAIN



An attractive and versatile glass jar is exactly what Aceitunas Guadalquivir wanted in its packaging. Designed with reusability in mind, the jar includes measurement markings to encourage consumers to give the jar a second life by filling it with vegetables, sugar, salt, or other items once the olives are gone.





## YAOURT ET CRÈME FOUETTÉE

**CUSTOMER**  
LA FERMIÈRE

**COUNTRY**  
FRANCE

La Fermière introduces its premium yogurt whipped cream blend in a beautiful new glass jar. The gorgeous jar allows the consumer to see the sweet treat's creamy beauty, surrounded by touchable, perfect-sized packaging.



# MAYONESA BALANCE

**CUSTOMER**  
MC CORMICK

**COUNTRY**  
MEXICO

These new presentations are made from seed oils in three different varieties – avocado oil, sesame oil and soybean oil. The best match that combines with these natural ingredients is undoubtedly a glass container. Equally healthy and natural, this jar has a minimalist design that really stands out.



## SAVEUR D'AUTREFOIS

**CUSTOMER**  
GENERAL MILLS YOPLAIT FRANCE

**COUNTRY**  
FRANCE



Premium yogurt in premium glass helps Yoplait cement its high-quality story. Immediately eye-catching and aesthetically pleasing, the packaging creates high visibility in crowded dairy coolers.



Danlac stands out in a crowded Peruvian dairy market leveraging glass to further tell the story of the brand's 100% pure milk and 100% natural products. When Danlac added butter to its line, there was no question that a glass jar would further support the traditional look and feel consumers eagerly look for with the brand.

## DANLAC

**CUSTOMER**  
P&D ANDINA

**COUNTRY**  
PERU



# BIRD'S NEST CONCENTRATE

## CUSTOMER

PT. REALFOOD WINTA ASIA

## COUNTRY

INDONESIA



RealFood is an Indonesia-based company that uses natural ingredients from the nation's indigenous islands in its health and wellness products. The simplicity of the glass jar signifies health and harmony with nature, with a touch of elegance that invites consumers to pamper themselves.



# NOUNÓS YOGURT

**CUSTOMER**  
NOUNÓS CREAMERY

**COUNTRY**  
USA

The newly-designed glass jar for Nounós allows the beauty and simplicity of this premium yogurt to connect with consumers at retail. The exclusive shape creates a gesture of lift and elegance that serves to enhance the brand impact of this delicious product and colorful fruit fillings.

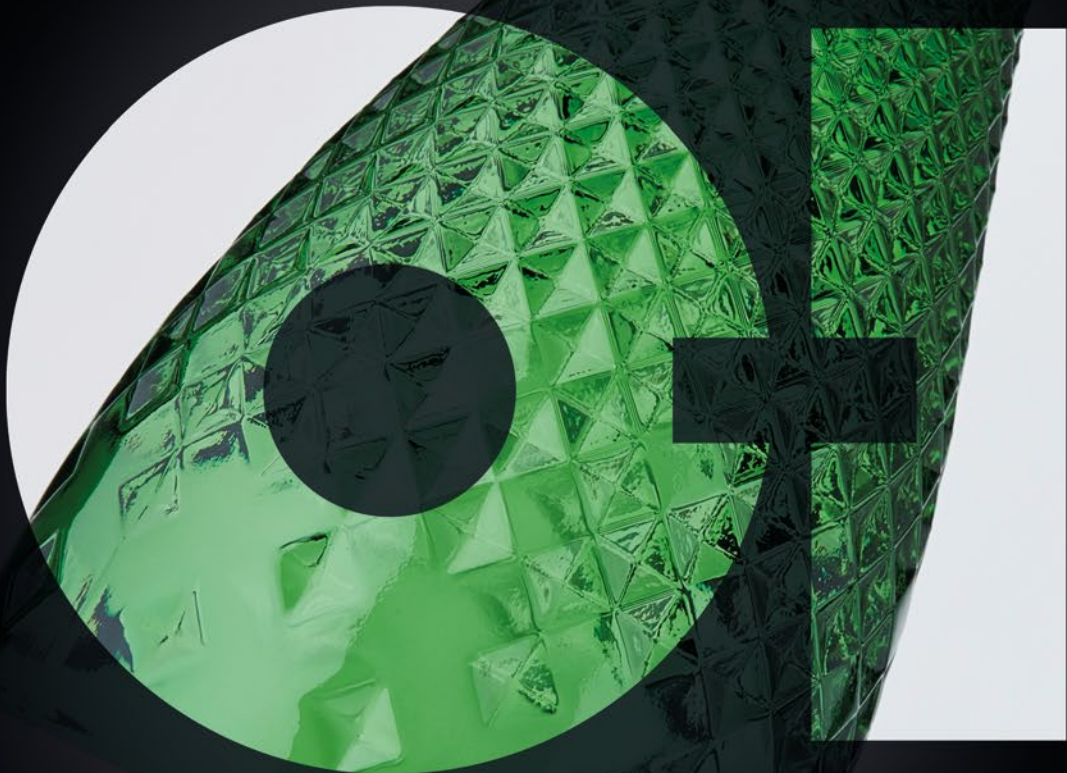






3.

# NON-ALCOHOLIC BEVERAGES



SOURCE: SAN PELLEGRINO TERME



## BIO AJE

**CUSTOMER**

AJE

**COUNTRY**

PERU

Bio chose glass to transmit the simplicity of its superfruit drink through a unique, modern and youthful design according to the brand's identity and value proposition. The slim glass bottle design is pleasing to the eye and presents an essence of balance, enticing health-conscious consumers.



# SUCO COM/TEM

**CUSTOMER**  
FRUKI

**COUNTRY**  
BRAZIL

This Brazilian brand uses packaging to further their products wholesome and pure image. The clear glass bottles are simple and beautiful, showing off the colorful juices inside. Consumers are also encouraged to reuse the bottles in their kitchens.




# ÁGUA DE COCO OQ

**CUSTOMER**  
OQ BEBIDAS SAUDÁVEIS

**COUNTRY**  
BRAZIL



A close-up photograph of two glass bottles, likely for coconut water, resting on a light-colored, textured surface. The bottle in the foreground is more prominent, showing a deep, embossed logo that resembles a stylized palm tree or a similar conical shape. The bottle behind it is partially visible. The lighting is soft, highlighting the contours of the glass and the texture of the surface.

Pure clear glass and deep  
logo embossing capture  
the simple sophistication  
of this premium coconut  
water. The bottle's conical  
design mirrors the conical  
shape of a palm tree.  
Sharp, unique and relevant,  
OQ positions itself at the  
heart of the expressive  
power of bottled water.



**CUSTOMER**  
PEPSI

**COUNTRY**  
MEXICO

## PEPSI & PEPSI LIGHT

Cheering all five senses. Rinterpreting timeless myths. Immediately recognizable, Pepsi benefits from the uniquely sustainable packaging model that is returnable, refillable glass. Refilled up to 25 times, glass is the environment's favorite packaging material.



# ÁGUA TÔNICA PRATA

**CUSTOMER**  
ÁGUAS PRATA

**COUNTRY**  
BRAZIL

Relaunching its brand of tonic water, Prata replaces a PET bottle with a sleek proprietary glass bottle to position itself as a must-have mixer for fashionable bars and restaurants. Not only does glass communicate the brand's upscale reputation, but it's also built to be a beautiful solution, holding the right size product to suit mixologists.



A complex bottle, featuring mountains peaks in the center, reminds consumers of the intrinsic value that water brings to the body and to life. The 300ml is a new size to extend the premium brand's reach that makes it easy to handle for on-the-go continual hydration.

## MUSZYNIANKA

**CUSTOMER**  
MUSZYNIANKA

**COUNTRY**  
POLAND







## PICCOLO

### CUSTOMER

AMBRA

### COUNTRY

POLAND

Colorful and tactile, this sparkling juice drink for kids to enjoy on special occasions yells "Fun in a bottle!". The party-style glass bottle is embossed with bubbles that practically jump out you, inviting the playful to come celebrate.





## GÜITIG

### CUSTOMER

THE TESALIA SPRINGS COMPANY S.A.

### COUNTRY

ECUADOR

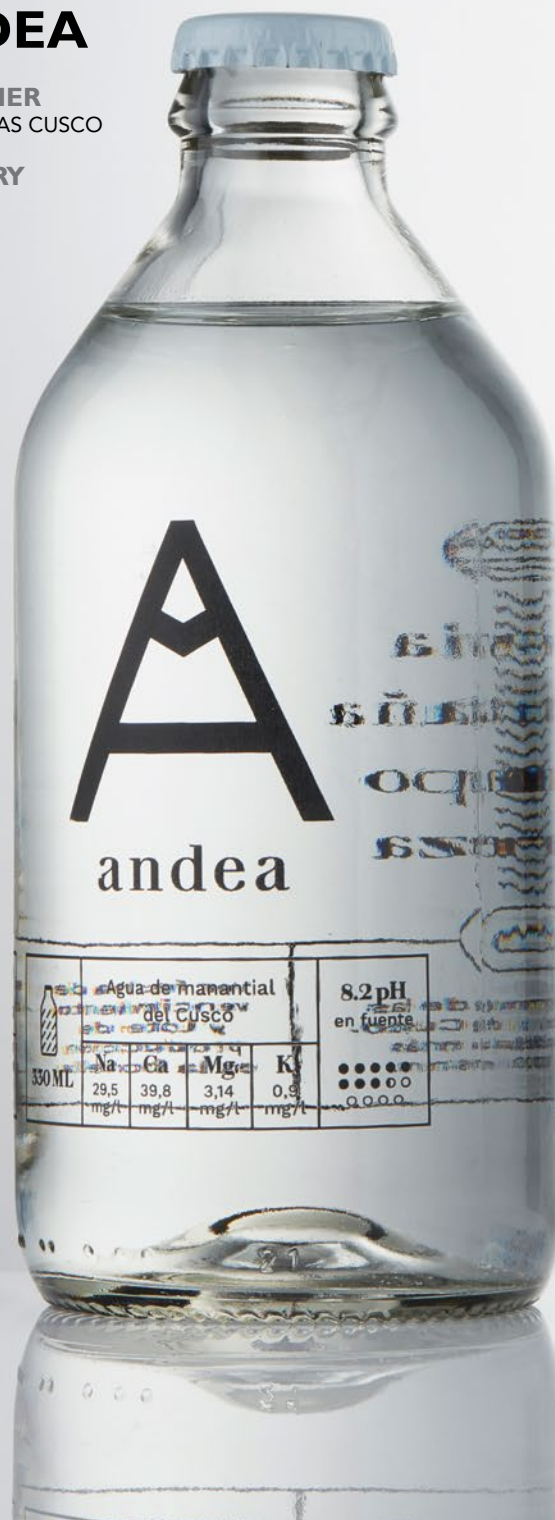
Undulating shapes and crevices on the body imitate the volcanic activity that produces this naturally carbonated water. The bottle stands out on shelves with a design as complex as the water's volcanic origins in nature.

Andea is the only mineral water from Cusco, a city in the Peruvian Andes. The water is bottled at 3400 meters (11,000 feet) above sea level. Not only does the clear glass bottle reveal the purity of the water, but direct bottle printing portrays the natural composition of the product, clear for all to see.

# ANDEA

**CUSTOMER**  
CERVECERÍAS CUSCO

**COUNTRY**  
PERU





# HATSU

**CUSTOMER**  
POSTOBON

**COUNTRY**  
COLOMBIA

Hatsu's soda line of light flavors uses a minimalist and modern approach to its packaging. The design creates blocks of color in fresh and sophisticated pastel shades, playing with the liquid and the label. There is a purity to the finish of the bottles, reminiscent of crystals and quartz, further infusing the brand's personality.



## TŁOCZONE JABŁKO

**CUSTOMER**  
BRACIA SADOWNICY

**COUNTRY**  
POLAND

The family-owned brand of pressed apple juices believes that apple products don't need to be enhanced – that nature takes care of itself. The simple, clear glass bottle reinforces the brand's emphasis on nature and also allows the beauty of the product to shine through.





## SANPELLEGRINO

### CUSTOMER

SANPELLEGRINO - NESTLÉ WATERS

### COUNTRY

ITALY

This range of sparkling beverages from the famous Italian brand has restyled the classic clava shape to create a distinct identity. The central design feature is the iconic San Pellegrino star, which immediately evokes the relaxed Mediterranean lifestyle and translates Italy's witty, spontaneous, vivacious and stylish DNA into packaging.







Cheering all five senses. Reinterpreting timeless myths. Immediately recognisable, Pepsi Lipton benefits from the uniquely sustainable packaging model that is returnable glass. Refilled up to 40 times, glass is the environment's favorite packaging material.

## LIPTON ICE TEA

**CUSTOMER**  
PEPSI LIPTON

**COUNTRY**  
THE NETHERLANDS / BENELUX



## SELVA

**CUSTOMER**  
P&D ANDINA ALIMENTOS

**COUNTRY**  
PERU



The simple and elegant design speaks for itself, thanks to the fact that the glass perfectly maintains the quality, flavor and transparency in these nectars. The full body labeling allows Selva to communicate the percentage of fruit pulp that is used, completing simple superior experience.



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to view success story



NATURAL  
LDN 2019

## TONIQ

**CUSTOMER**  
ZANA MORRIS

**COUNTRY**  
UNITED KINGDOM

Toniq challenges an unadventurous sports drinks category to quench the thirst of a wellness-driven consumer.

The 'IQ' of the name establishes the idea of the power to be found in this intelligent coconut water. The unique, embossed palm leaves identity symbolises the light feel of coconut and the lighter nature of the drink with the premium and sustainable brown bottle reflecting the shell of a coconut. Toniq creates a new drinking experience led by the bottle in the hand to secure dynamic entry into the wellness space and across categories.

### 01 : EXPRESSIONS





## DIAMANTATA

### CUSTOMER

SANPELLEGRINO - NESTLÉ WATERS

### COUNTRY

ITALY

San Pellegrino celebrates 120 years with these sparkling, luxurious glass bottles that are meant to be paired with life's special moments. Featuring diamond-shaped rivets rising from the glass, the limited-edition bottle was designed to take center stage on tables at the world's best restaurants.









## MR. PERKINS MIXERS

### CUSTOMER

VIGO GROUP

### COUNTRY

PERU

Premium ingredients and sustainable packaging are integral to the Peruvian brand's story, and it shines through in the beautiful bottles. The embossed Quina tree is native to Peru. It's a symbol of natural health and inspired the brand's name: Per (from Peru) and Kina (Quina). Mr. Perkins is committed to glass bottles as a packaging material that's kind to the planet, which reflects their holistic motto: Make it better – whether that's a mixed drink or the world.



## KERO

**CUSTOMER**  
INDUSTRIAS SAN MIGUEL

**COUNTRY**  
PERU

Kero was the word pre-Inca cultures used for glasses. Intricate embossing on the bottle's shoulder and the heel further cement the brand's Incan inspirations.







## VANITY

**CUSTOMER**  
SPUMADOR - REFRESCO

**COUNTRY**  
ITALY

The elegant bell-shaped glass bottle features complex embossing and a signature shoulder design, conveying the brand's history and spirit of innovation. The bold design signifies the brand's dedication to timeless class reserved for sophisticated moments.





RECOARO

*Purity*

frizzante

RECOARO

*Purity*

naturale





# JOHN'S

**CUSTOMER**  
MBG

**COUNTRY**  
GERMANY

JOHN'S makes a big first impression with the launch of its premium natural cordial mixers. The sleek bottle design is both eye-catching and functional – designed with handling in mind. Vivid colors help this bottle take center stage at leading bars and cocktail lounges.



# KEVITA

**CUSTOMER**  
PEPSICO

**COUNTRY**  
USA

Kevita Kombucha knows their beverage is both science and art, and uses different color glass bottles to capture unique characteristics of their products. The amber bottles, a throwback to medicine bottles, are used in the "Master Brew" line, while clear glass for their sparkling probiotic drinks allows for self-expression through color.









# AGUAS SAN FELIPE

## CUSTOMER

FUENTES SAN FELIPE S.A.

## COUNTRY

ECUADOR

San Felipe is proud of its tradition, and the classic, clear glass bottle reflects the brand story. The design marks the perfect balance between a traditional look that represents San Felipe's trajectory and history, and a contemporary look to represent its innovation. Every single space in the bottle is full of details to create an experiential interaction with consumers.



## 33CL, 75CL SILINDER

**CUSTOMER**  
HAAGE JOOGID PLC

**COUNTRY**  
ESTONIA

Haage Joogid's mineral water in glass bottles are a natural fit for the Estonian company looking to leverage the demand for local products. The glass is supplied by O-I's Estonia plant, and its proximity to the spring means a smaller carbon footprint – another nod to a local supply chain working to create circularity. The visually appealing glass also supports Haage Joogid's quality image for hotels and restaurants who serve the mineral water.



Follow this link  
to view success story





British Columbia Raspberry  
Framboises de la Colombie-Britannique



**Coca-Cola**  
British Columbia Raspberry  
Framboises de la Colombie-Britannique



Georgia Peach Flavored Cola

**Coca-Cola**  
Georgia Peach

GEORGIA PEACH FLAVORED COLA  
WITH OTHER NATURAL FLAVORS

12 FL. OZ.  
(355 mL)







## COKE ORIGINS

**CUSTOMER**  
THE COCA-COLA COMPANY

**COUNTRY**  
USA

The iconic cola sports a vintage look to introduce Coca-Cola's first added flavor offerings in nearly two decades. California Raspberry and Georgia Peach Coke is sourced from real fruit in the namesake states. The paper label is replaced by an artistic print, further reflecting the special artistry the bottle and the product convey.



# 4. SPIRITS





# WILD TURKEY LONGBRANCH BOURBON

## CUSTOMER

CAMPARI GROUP

## COUNTRY

USA

Broad-shouldered and bold, featuring precisely detailed embossing, this spirits bottle exudes status. The small label allows the product to be extremely visible. Immensely sophisticated, this bottle was made to be seen with eyes on one thing: the top shelf.





**LO**

750 ML





LIVING THE GLASS HALF FULL



HEARTCRAFTED

TOHI

NORDIC DRY

500 ml

GIN

43% vol

CLOUDBERRY MIST

NORDIC DRY

GIN

TEHTUD EESTIS, SÜDAMEGA





## 50CL TOHI 2

**CUSTOMER**  
TOHI DISTILLERY OÜ

**COUNTRY**  
ESTONIA

The origin story behind this Estonian gin is rooted in love and optimism. The packaging reflects the story from the bottle shape to the carefully crafted label. Embossing along the side features a scale, and even when the liquid reaches the halfway point, the embossed scale signals the bottle is still full – reflecting the optimistic "always half full" essence the brand exudes.





# **RUM BACARDI CARTA BLANCA**

**CUSTOMER**  
BACARDI

**COUNTRY**  
ITALY

The slim, tall bottle provides easier handling for bartenders around the world while also reflecting the brand's unique heritage. The fine detail of the bat embossing further solidifies the brand's story as masterfully crafted for memorable moments.







Bold and dramatic, Old Times Whisky signals its personality through its bottle. The rectangular bottle stands high and the brand name's embossing along the side of the bottle transmits the brand's place in the market as a good whisky.

# WHISKY OLD TIMES

## CUSTOMER

INDUSTRIA IBEROAMERICANA DE LICORES

## COUNTRY

ECUADOR



## **MIRTO ZEDDA PIRAS**

**CUSTOMER**  
CAMPARI GROUP

**COUNTRY**  
ITALY

This after-dinner liqueur is a Sardinian favorite made with Sardinian myrtle, a Mediterranean shrub. The packaging embraces its proud heritage by embossing the island's flag – the Four Moors – close to the neck. The bottle's cinched waist also lends to an elegant, modern presentation.





*Mirto*  
**ZEDDA  
PIRAS**

CON  
PROD

*Mirto  
di Sardegna con  
bacche selvatiche  
raccolte a mano*



*Mirto*  
**ZEDDA  
PIRAS**



SERVIRE GHIACCIATO

224150

## TX STRAIGHT BOURBON WHISKEY

### CUSTOMER

FIRESTONE & ROBERTSON DISTILLING CO.

### COUNTRY

USA

Bold bottle shape, bold colors, and bold stitched leather around the neck enhance TX Bourbon's proud roots. The craft spirit is distinctly a product of Texas, from the ingredients to the neck wrap created from black leather donated by local bootmakers.











## NEEDLE BLACKFOREST DISTILLED DRY GIN

This German gin is made from hand-picked botanicals like ginger, lemon, lavender and spruce needles. The bottle's prominent linear design features a stylized Black Forest spruce that emphasizes the product's spicy, natural character. The tapering conifer applied as a recess grip in the shape of the bottle also makes pouring a lot easier.

**CUSTOMER**  
BIMMERLE KG

**COUNTRY**  
GERMANY

## VODKA 8

### CUSTOMER

JUAN DAVID VEINTIMILLA

### COUNTRY

ECUADOR



The dramatic, gorgeous bottle with matte coating and a detailed screen printing captures the essence of the artisan vodka. This vodka is carefully crafted high in the Andes mountains using water from the Ring of Fire. The luxurious gold 8 stands for each time this vodka is distilled.





## ANTAGONIC

**CUSTOMER**  
CARTAVIO

**COUNTRY**  
PERU

Antagonic, a Peruvian gin, leans into stylish packaging to stand out in a heavily imported gin market. The bottle features an intricate label design. Antagonic represents the opposite self of each person, the uninhibited and spontaneous when we relax while having a drink. Kaleidoscope-style packaging lets you visualize this other self.



## WILDCAT GIN

**CUSTOMER**  
WHYTE & MACKAY

**COUNTRY**  
SCOTLAND

Wildcat Gin wants drinkers to "Seize the Night," and adventure is written all over the packaging. The neck of the distinctive glass bottle is designed to resemble cat scratches. The distinctive bottle is further enhanced by an embossed invitation on the bottom: Knock Once. Knock Twice. Knock Thrice.











# ZHUMIR

**CUSTOMER**  
CORPORACION AZENDE

**COUNTRY**  
ECUADOR

This premium watermelon-flavored spirit aims to captivate female consumers through the pink, punk rock, dramatic packaging. A combination of embossing and debossing along with a stylized silhouette plays with the senses of sight and touch. Pink typography adds another layer of glamour.



## OWNEY'S BLEND

**CUSTOMER**  
PROXIMO

**COUNTRY**  
USA

Born in Brooklyn, New York, and named after a notorious Prohibition Era gangster, this rum is born from an innovative spirit and infused with NYC edge. The purple coated bottle is enhanced with embossing that further grounds the brand's origin story, including "Original New York City Rum" and the founder's signature.









FETTERCAIRN

SINGLE

MALT

1824

SCOTCH

WHISKY



# FETTERCAIRN WHISKY

**CUSTOMER**  
WHYTE & MACKAY

**COUNTRY**  
SCOTLAND



Fettercairn cares deeply about quality scotch whisky and the brand's refined essence is translated into glass packaging. The unique glass ring around the finish symbolizes the water-cooling system around the still. Debossed grooves gently represent the water flowing from the ring into the shoulder. This whisky is built for the finest occasions.

WHISKY IS A RARE THING - WORTH STRIVING FOR. SINCE SIR ALEXANDER RAMSAY ESTABLISHED THE DISTILLERY IN 1824, WE'VE GONE TO EXTRAORDINARY LENGTHS TO CAPTURE THE PUREST EXPRESSION OF OUR WHISKY'S CHARACTER. LOCATED IN THE FOOTHILLS OF SCOTLAND'S CAIRNGORMS, WE DON'T JUST USE CRYSTAL CLEAR MOUNTAIN WATER AS OUR MAIN INGREDIENT, WE DRENCH OUR STILL'S WITH IT, COOLING THE COPPER SO ONLY THE FINEST VAPOURS REMAIN.

70cl e

PRODUCT OF SCOTLAND

40%vol

ESTD 1824







ADICTIVO®  
TEQUILA

PLATA

100% DE AGAVE

HECHO EN MEXICO

CONT. NET.

800 ml

38% ALC. VOL.

Botella  
Número

141023

Lote:

TGUSH1217

This Mexican brand has a passion for tequila and captures that story in its artful and distinct bottle. The glass twists upward off a large and sturdy base, then tops off with a glass stopper. Embossing further enhances the artful experience.

## TEQUILA ADICTIVO

**CUSTOMER**  
ADICTIVO TEQUILA

**COUNTRY**  
MEXICO





# AGUARDIENTE ANTIOQUEÑO REAL

## CUSTOMER

FABRICA DE LICORES DE ANTIOQUIA

## COUNTRY

COLOMBIA

Premium Aguardientes in Colombia are not that common, and the packaging embodies that spirit. The glass color is highly unusual, and created specifically for Aguardientes Real. The wide square shape is enhanced with special grooves to make it easier to hold. A printed label adds to its appeal.









**РУССКАЯ**

**VODKA**

TRIPLE DESTILADO

Alc. 40% (Vol.)

750 cm³



## **VODKA RUSSKAYA**

Russkaya refreshes its packaging to reach a new generation of vodka lovers. A modernized visualization of its symbolic lion adds to the premium look and appeal of the brand.

**CUSTOMER**  
INDUSTRIA  
IBEROAMERICANA  
DE LICORES

**COUNTRY**  
ECUADOR



## V.S.O.P COURVOISIER

CUSTOMER  
COURVOISIER

COUNTRY  
FRANCE



Skillfully crafted cognac deserves a bottle that matches its status. Napoleon's silhouette graces every bottle of Courvoisier. The thick base and reverse taper emphasize the quality of this famous brand.



## CLOVER

**CUSTOMER**  
PIEDMONT DISTILLING

**COUNTRY**  
USA



Golf icon Bobby Jones was a gentleman as well as a champion, and the bottle that houses the whiskey in his honor embodies his spirit. Born on St. Patrick's Day, his mother gave him a four-leaf clover for luck. Each leaf of a four-leaf clover holds a meaning: hope, faith, love and luck. Those words are prominently embossed along the side of the bottle.











# RON MEDELLIN DORADO

## CUSTOMER

FABRICA DE LICORES DE ANTIOQUIA

## COUNTRY

COLOMBIA

Ron Medellin renews its packaging as it launches new rum varieties. The once-flat shape evolves to a long cylindrical shape that fits better in the rum category. The brand's signature spider is embossed on the neck; the spider and its web appear again on the label, drawing you into its story.



## BOŽKOV REPUBLICA EXCLUSIVE

### CUSTOMER

STOCK PLZEŇ – BOŽKOV S.R.O.

### COUNTRY

CZECH REPUBLIC



Heavily inspired by the pre-WWII First Czechoslovak Republic, this rum packaging reflects the elegance and nobility of the area. The embossed bottle, along with the art deco-inspired label, tell a story of proud craftsmanship and art. It's a celebration of values.



BOŽKOV

BOŽKOV

REPUBLICA  
EXCLUSIVE  
0.5L RUM, V NĚMŽ SE ELEGANTNĚ  
38% ZRCADLÍ PRVOREPUBLIKOVÁ  
ŘEMESLNÁ TRADICE BOŽKOV

REPUBLICA  
EXCLUSIVE  
0.7L RUM, V NĚMŽ SE ELEGANTNĚ  
38% ZRCADLÍ PRVOREPUBLIKOVÁ  
ŘEMESLNÁ TRADICE BOŽKOV





JARNAC FRANCE

VOISIER®

V.S.O.P

EXCLUSIF  
COGNAC



## V.S.O.P EXCLUSIF

CUSTOMER  
COURVOISIER

COUNTRY  
FRANCE



Exclusive and iconic, this cognac embraces it all. The bottle's shape changes from round to polygonal, symbolizing Napoleon's sweeping greatcoat. The gold print further echoes the product's iconic statue.

## TEQUILA LA CATRINA

**CUSTOMER**  
LA COFRADÍA

**COUNTRY**  
MEXICO

Pottery is one of Mexico's proud traditions, and La Cofradia's special edition Catrina tequila bottle is a nod to the artform. Here, glass painted pearlescent white replaces ceramic, and the artwork evokes the "Day of the Dead", one of the nation's traditions.





# GANBEI BAIJIU

**CUSTOMER**  
GANBEI, LLC

**COUNTRY**  
USA

Ganbei Baijiu is a strong aroma baijiu fermented, distilled and aged in Inner Mongolia, in the north of China. The brand wanted packaging as unique as the spirit and chose O-I's Honor bottle, part of the Covet line, for its gold medal winning spirit. Ganbei (pronounced Gahn-Bay) is the way people in China say "cheers." But it directly translates to "dry cup" so when someone says "Ganbei!" it really means bottoms up.





The heritage of the brand reflected on an impressive and elegant concept. Ribs on the back make this a particularly pleasant bottle to handle.

Remembering the origin of the product, the icon of an agave is represented in the base embossing.

## TEQUILA VIUDA DE ROMERO

**CUSTOMER**  
LA MADRILEÑA

**COUNTRY**  
MEXICO









Tradition and precision run deep within Stara Myslivecka's ethos. The bottle connects the story with well balanced and harmonic design, and the curves in the shoulder and neck symbolize the oldest still in Europe. The signature embossing mirrors the precision of the craftsmanship that goes into this prestigious spirit.



# STARÁ MYSLIVECKÁ

## CUSTOMER

PALÍRNA U ZELÉNEHO STROMU A. S.

## COUNTRY

CZECH REPUBLIC



# AMARO RAMAZZOTTI

CUSTOMER  
PERNOD RICARD

COUNTRY  
ITALY







Iconic and intriguing, this digestif embraces its legacy. The recipe, founded in Milan in 1815, is shrouded in secrecy. The bottle features an unusually shaped neck, enhanced by embossing. The red color palette further solidifies the brand's iconic stature.



# LILLET

CUSTOMER  
PERNOD RICARD

COUNTRY  
FRANCE

Alluring and beautiful, these famous Lillet aperitifs pick design cues from the best Bordeaux wine bottles. The embossed cartouche, high punt and golden neck collar reflect a subtle blend of rigorously selected wines and fruits which contribute to this premium product.











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# AGUACANA CACHAÇA

**CUSTOMER**  
BARDINET

**COUNTRY**  
FRANCE

A true symbol of national identity in Brazil, Aguacana Cachaça is a Brazilian distilled spirit made from fermented sugarcane juice most frequently consumed in Caípirinha, a mythical and popular cocktail. This limited-edition glass bottle was customized with O-I : EXPRESSIONS to showcase the product's Brazilian roots through a visual and tactile experience. The immersive decor offers an invitation to escape into the heart of the nation's lush primary forests, symbolized on the front face by the salamander, the emblematic icon of the Aguacana cachaça.

**O-I : EXPRESSIONS**



## BRUGAL LEYENDA

**CUSTOMER**  
BRUGAL

**COUNTRY**  
COLOMBIA

Leyenda translates to "legend," and the newly designed bottle boldly supports the brand's story. Part of the premium portfolio of the Brugal brand, the Leyenda bottle keeps the shape of its previous bottle, but adds accentuated shoulders with more pronounced angles. Embossing frames the label to add prominence and elegance.





# TEQUILA 1800 CRISTALINO

**CUSTOMER**  
CASA CUERVO

**COUNTRY**  
MEXICO

Stunning and complex, this pyramid tequila bottle is supremely attractive. The tall bottle sparkles with a diamond surface, projecting the elegance and depth of the brand's essence











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to view success story

Limited editions are increasingly important in maintaining brand relevance with consumers. That is why BACARDÍ rum partnered with O-I : EXPRESSIONS to produce a haptic experience that unlocks a Caribbean encounter. With a luscious digitally printed design, an AR experience and a Snapchat lens, the stunning bottle transports consumers to the homeland of BACARDÍ.

**O-I : EXPRESSIONS**







## BACARDÍ RUM

**CUSTOMER**  
BACARDÍ

**COUNTRY**  
ITALY



## FERNET STOCK

**CUSTOMER**

STOCK PLZEŇ – BOŽKOV S.R.O.

**COUNTRY**

CZECH REPUBLIC

Bold packaging matches this classic Czech bitter's bold spirit. The deep green glass bottle has razor sharp edges. The year Fernet Stock was first produced, 1927, is debossed in large text on the base, further adding refinement and heritage to the brand's story.









# STRANAHAN'S SINGLE MALT WHISKEY

**CUSTOMER**  
PROXIMO

**COUNTRY**  
USA

The artfully-crafted bottle reflects the spirit of this artisanal Rocky Mountain single malt whiskey. Embossing on the back of the bottle is magnified through the front, and minimal labeling allows the design to shine through - reflecting the brand's subtle yet beautiful story.





ESTELAR



RON

**ESTELAR**

AÑEJADO EN BARRICAS DE ROBLE  
EN EL CENTRO DEL MUNDO

750 cm<sup>3</sup>

Alc. 32 % (Vol.)





## RON ESTELAR

**CUSTOMER**

INDUSTRIA IBEROAMERICANA DE LICORES

**COUNTRY**

ECUADOR

A proprietary glass bottle with a characteristic label lends strength and character to this special rum. The embossed "E" above the label symbolizes the premium quality Estelar stands for.



## OLD TIMES LEGEND

**CUSTOMER**  
CARTAVIO

**COUNTRY**  
PERU

Legend, a ready-to-drink whisky, was born from the need to take risks and see ourselves differently. Legend is an exclusive club that starts from a lifestyle and has symbols that identify it, reinforced by the angular shape of the glass bottle. Someone who belongs to Legend is someone who has been through a lot, has lived and experienced and is looking for more.



# WILD TURKEY RARE BREED BOURBON

**CUSTOMER**  
CAMPARI GROUP

**COUNTRY**  
USA

Wild Turkey wanted premium packaging to match their premium barrel proof offering, Rare Breed. The glass bottle with clean lines and large rounded shoulders reflects the whiskey's smooth, bold body and unapologetic spirit.







# IWSC 50TH ANNIVERSARY

**CUSTOMER**  
THE INTERNATIONAL WINE  
AND SPIRITS COMPETITION

**COUNTRY**  
UNITED KINGDOM

The International Wine and Spirits Competition celebrated its 50<sup>th</sup> anniversary with a unique packaging for a specially-created limited-edition whisky blend. The bottles were personalized with a 3D-printed embossing in O-I : EXPRESSIONS RELIEF; with the IWSC letters rendered in relief print; each one consisting of 50 thin lines to represent every year of the competition's life. The signatures of all distillers participating in the creation of the special blend were faithfully reproduced in print on the bottom panel.

**O-I : EXPRESSIONS**



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## ŻOŁĄDKOWA DE LUXE

**CUSTOMER**  
STOCK SPIRITS GROUP

**COUNTRY**  
POLAND



A bottle design that reflects all attributes of this vodka - strong, pure character and excellent quality. The design is distinguished by its unique shape with side embossing that is both tactile and ergonomic.



OWA®

xe

WŁAŚCIWOŚCI

caudziecza

ogranowane

czystylacji

nowej.

40% VOL.

olej z wosku



Complex and regal, the bottle for this aged rum paints the brand's origin story. "Leon Dormido" translates to sleeping lion, a symbol of the sleeping volcano under the snowy Nevado del Ruiz mountain, the water source for the rum. The circular bottle subtly morphs into a square base. The decanter-style cork mouth and precious metal decoration further supports the brand's regal sophistication.



# LEÓN DORMIDO

CUSTOMER  
INDUSTRIA LICORERA DE CALDAS

COUNTRY  
COLOMBIA







ORIGINAL  
Fies

ORIGINAL  
Fies

GENIESSE DAS BESONDERE  
**MOMENTUM**



IN STEINGUT UND KASTANIENFASS GEREIFT

**KIRSCHBRAND  
1726**

Alc.  
**50% vol**



**0,7 Liter  
Obstbrand**

EHRlich. UNVERGÄNGlich. MYSTisch.

FRANZ FIES EDELOBSTBRENNEREI GmbH  
KASTELBERG 2, D-77704 OBERKIRCH

KASTELBERG 2, D-77704 OBERKIRCH  
FRANZ FIES EDELOBSTBRENNEREI GmbH



## FIES MOMENTUM

**CUSTOMER**  
FRANZ FIES GMBH

**COUNTRY**  
GERMANY

Honest pleasure is a gift. Reflecting on the origin of the black forest, the traditionally used relief structure was beautifully applied to the front and back of the classic imperial bottle. In addition, a thick glass base to lift and frame the precious matured liquid made for a very special moment.



# WILD TURKEY KENTUCKY SPIRIT BOURBON

**CUSTOMER**  
CAMPARI GROUP

**COUNTRY**  
USA



A big, expressive, barrel-shaped bottle instantly speaks to the bourbon's unique character. Featuring a beautiful domed push up and a signed handwritten-style label reinforces the story that every part of the spirit has been masterfully crafted.





WILD TURKEY  
KENTUCKY  
SPIRITS  
SINGLE BARREL

KENTUCKY STRAIGHT BOURBON

THIS BOURBON WHISKEY WAS BOTTLED  
FROM BARREL NO...0862... STORED IN WAREHOUSE  
RICK NO...5... SELECTED FOR THE BOURBON

MASTER DISTILLERS

*Jimmy Russell Eddie Russell*



# 5. WINE





# LÉOVILLE GRAVÉE

## CUSTOMER

CHÂTEAU LÉOVILLE POYFERRÉ

## COUNTRY

FRANCE



Balance and complexity are hallmarks of this chateau, and both are reflected in the elegant glass design. The base of the bottle is anything but traditional, replaced with strong embossing, further elevating the top status of this beautiful wine.





Luxurious and full of style, this champagne bottle captures the essence of the brand and the category. The embossing on the base of the bottle acts as a stamp of quality, further illustrating the brand's sophisticated place in the market.



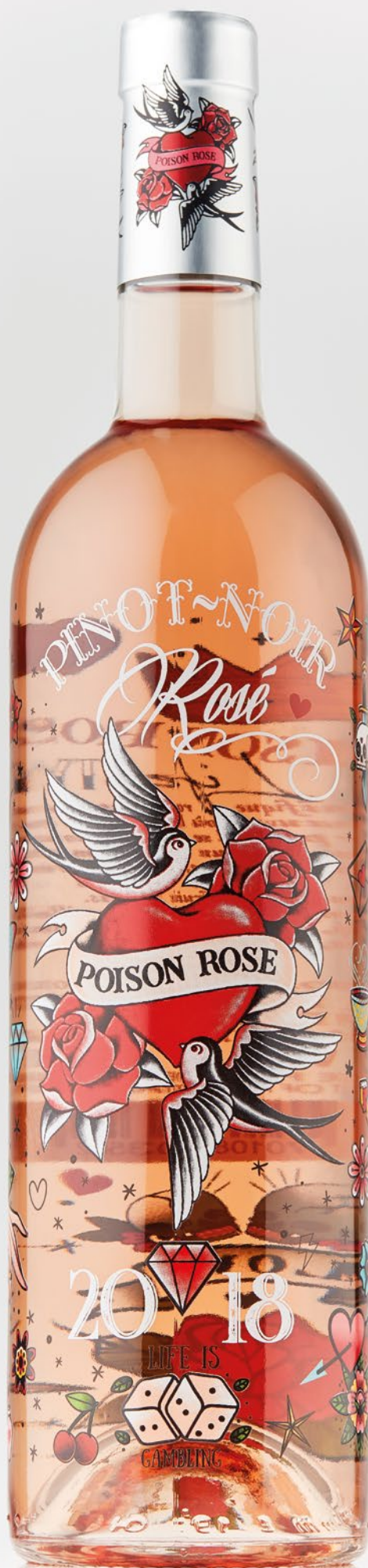
# CHAMPAGNE BRUNO PAILLARD

**CUSTOMER**  
BRUNO PAILLARD

**COUNTRY**  
FRANCE



Nature and the wild emotions this magnificent rosé was born from are artfully reflected in the packaging. Images of flowers, birds, hearts and more are boldly brought to life through screenprinting on the bottle, creating magical moments long before the consumer uncorks the bottle.



## POISON ROSE PINOT NOIR ROSÉ

**CUSTOMER**  
VIGNOBLES VELLAS

**COUNTRY**  
FRANCE







# GULFI

**CUSTOMER**  
CANTINA GULFI

**COUNTRY**  
ITALY

Gulfi celebrates Sicily's land, culture and history through its wines and the packaging beautifully expresses that deep connection. Each design portrays the regional location that coordinates to the sea, land, and a volcano -- locations where the grapes are grown, connecting the brand's love story to the heart of Sicily.

## EXPRESSIONS



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to view success story







## ZÉFIR ROSÉ DE CAPION

Gentle yet memorable, this rosé bottle communicates a calm beauty. The bottle features a high push up neck and printed white flowers blown by a gentle zephyr across the summer fields. It soothes and relaxes, eliciting a calm mood long before the bottle is opened.

**CUSTOMER**  
CHÂTEAU CAPION

**COUNTRY**  
FRANCE





# CHAMPAGNE TSARINE

**CUSTOMER**  
CHANOINE

**COUNTRY**  
FRANCE

Tsarine Champagne honors the Russian Empire which was a prominent export market for Champagne in the 19th century. The bottle shape is reminiscent of the domes of Saint Basil's Cathedral on Moscow's Red Square, and the twists sweeping up the bottle are a tribute to femininity of movement.











# STUDIO M

**CUSTOMER**  
FAMILLE PERRIN

**COUNTRY**  
FRANCE

Timeless elegance and artistry are the melody of STUDIO by Miraval and the gorgeous packaging adds to its magic. In 1977, jazz musician Jacques Loussier owned the estate and built a recording studio that would later host iconic musicians. The gorgeous glass bottle features a wide base, embossing near the neck, and a golden palette of accents captures the timeless essence of the place.





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## CESAR MANRIQUE

### CUSTOMER

BODEGA EL GRIFO / JUVASA

### COUNTRY

SPAIN

This limited-edition bottle honors legendary artist, architect and activist César Manrique. A replica of his mural "Lanzarote" is displayed on front, and the push up bottom is an homage to his famous "volcano home," Taro de Tahiche.

**CI** : EXPRESSIONS





## SILÈNE CHARDONNAY LIMOUX

### CUSTOMER

LES DOMAINES PAUL MAS

### COUNTRY

FRANCE

Sirlène embeds wine's deep ties to mythology into its packaging. This cuvée owes its name to the discovery of a clay bucket dating from antiquity and representing the head of Silenus, the god of winemaking.





## "M" DE MINUTY

**CUSTOMER**  
MINUTY

**COUNTRY**  
FRANCE

Contemporary and expressive, this family of wine bottles is nothing short of modern elegance, much like the trendy rosé they hold. Particularly tall and slender, featuring undulating lines and silver labeling, the packaging represents the brand's bright personality.





## PARADIS SECRET

### CUSTOMER

LES VIGNOBLES FONCALIEU

### COUNTRY

FRANCE

Paradis Secret Languedoc rosé is feminine and modern, and the packaging projects the essence to the core. The slender line of the bottle and the frosted texture are delightfully appealing. A magnolia, an image of the South France, links the packaging to its place, and the blush pink closure beautifully secures the top.

Excellence and tradition run deep within Champagne Joseph Perrier and it shows in its packaging. Clean, beautiful lines and regal coloring reflect its heritage as the chosen champagne of royalty and bears the crown of Queen Victoria and King Edward VII.





# JOSEPH PERRIER

**CUSTOMER**  
JOSEPH PERRIER

**COUNTRY**  
FRANCE



# CHÂTEAU DE GRÉZAN

**CUSTOMER**  
CHÂTEAU DE GRÉZAN

**COUNTRY**  
FRANCE





Respect for ancestral traditions and open-mindedness to modernity sing out from this rosé. The metallic shield and embossed signature provide touches of mastery while the overall presentation is simple and beautiful.







# ALLNATT VERMENTINO

**CUSTOMER**  
LES DOMAINES PAUL MAS

**COUNTRY**  
FRANCE

This distinctive bottle is designed to convey personality and passion. Featuring a thick base and intricate stippled neck embossing, the bottles further the fascination with the wines themselves. The embossed signature is a further nod to quality.





# MAS DE DAUMAS GASSAC

**CUSTOMER**  
MAS DE DAUMAS GASSAC

**COUNTRY**  
FRANCE







One of O-I's classic wine bottles is enhanced with a ring and engraved caseback, nicely telling Daumas Gassac's story of classic elegance. Sources of cold underground water and the surrounding mountain provide Daumas Gassac with a unique terroir. The natural origin story of the brand is further reflected through simple, beautiful drawings on the label.



## GRIS CUVÉE SPÉCIALE

**CUSTOMER**  
GALLICIAN SIGNATURE

**COUNTRY**  
FRANCE

This special cuvée of Gallician's iconic Gris sparkles in a bottle full of emblems from the Camargue region of France. Direct-to-bottle screenprinting brings Camargue's famous bull run to life through bold color and design.





PAYS D'OC





# CELLIER DES DAUPHINS RÉSERVE

**CUSTOMER**  
UVCR

**COUNTRY**  
FRANCE

A voluptuous bottle for a wine full of body. Cellier des Dauphins is known for exceptional wines, and that quality is reflected in the packaging. From the distinct bottle shape to embossing on the neck and the base, the brand's prestige shines through.





## GOLD

### CUSTOMER

LES MAÎTRES VIGNERONS  
DE LA PRESQU'ÎLE  
DE SAINT TROPEZ

### COUNTRY

FRANCE

An elegant rosé from the Golden Triangle of Côtes de Provence, the packaging tells the story in perfect harmony. The logo of Saint Tropez is beautifully embossed on the neck, more embossing on a domed base, and touches of gold speak to the wine's sophistication and refined style.











GALLICIAN  
SIGNATURE

2018

GALLICIAN  
Pils  
Brewery of Gallician

# GALLICIAN PRESTIGE COSTIÈRES DE NÎMES

**CUSTOMER**  
GALLICIAN SIGNATURE

**COUNTRY**  
FRANCE

A boldly designed bottle elevates Gallician's Signature wines. Large embossing on the neck reflects a stamp of excellence and prestige.







# PASCAL AGRAPART

CUSTOMER  
AGRAPART

COUNTRY  
FRANCE



Champagne Pascal Agrapart is a premium brand wrapped in distinguished attributes. Instead of traditional streaks on the bottom, the name and village of the producer is embossed: Champagne Agrapart: Avize. The bottle embodies the elegance of the brand and champagne itself.



tti  
Chapitre,  
Capitulaire,  
Capitulum...



# CAPITOUL ROSÉ

**CUSTOMER**  
VIGNOBLES BONFILS

**COUNTRY**  
FRANCE

Crystal clear glass packaging provides a refined, lovely presentation for this Capitoul rosé. Screenprinting on the backdrop of the wine's luscious pink hue creates a dazzling, attractive visual.





BLANC DE  
NOIRS

PREMIER CRU

D

CHAMPAGNE

*Amour de Cuvée*

PAR  
Duménil



## AMOUR DE CUVÉE

**CUSTOMER**  
CHAMPAGNE DUMÉNIL

**COUNTRY**  
FRANCE

Instantly seductive and indulgent, Amour de Cuvée entices consumers with packaging to match. The circular large base of the dark green bottle is accented by splashes of deep red, making the bottle as intense as the wine it holds.



# MUSCATU FRIZZANTE CASANOVA – ISULA D'AMORE

## CUSTOMER

LES VIGNERONS D'AGHIONE

## COUNTRY

FRANCE

Casanova Muscat Cuvée looks to the innovative capabilities of O-I : EXPRESSIONS RELIEF for a modern refresh of its packaging. Precise printing lends 360° brand messaging, logo integration, and an extraordinary "crystal" effect that entices consumers through a tactile experience.

**O-I : EXPRESSIONS**



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to view success story





*Excellence*  
MUSCATU FRIZZANTE  
2018







Follow this link  
to view success story

## JOLIS BRACELETS

### CUSTOMER

VIGNOBLES DES 3 CHÂTEAUX

### COUNTRY

FRANCE

The transparency, the embossing and the print all around the bottle allowed to escape the limits imposed by a traditional labeling and reach a new clientele in a niche where Vignobles des 3 Châteaux was not present until now: high-end rosé wine. Inspired by "friendship bracelets", the designers created 4 colorful variants of the layout so each consumer can choose the one that they like the most.

### 01: EXPRESSIONS









PRODUIT DE FRANCE



HarmaliA

CABERNET FRANC

VEILLES VIGNES

2018

ÉDITION LIMITÉE

HarmaliA HarmaliA HarmaliA



PIERRE CHAVIN

# HARMALIA

**CUSTOMER**  
DOMAINES PIERRE CHAVIN

**COUNTRY**  
FRANCE

This 2018 limited edition bottle was personalized according to the needs of the brand owner's Chinese importer with a colorful graphical design, including a printed debossing effect.

**CI: EXPRESSIONS**



Follow this link  
to view success story







The delicate printed pattern and tactile elements attract attention, create shelf appeal and an emotional connection with the consumer already at the moment of choosing wine in store. Thanks to O-I : EXPRESSIONS RELIEF, the lace pattern gained in detail and finesse, and acquired a haptic effect.

**O-I : EXPRESSIONS**



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to view success story



## MA BELLE POMELLE

**CUSTOMER**  
RHONEA

**COUNTRY**  
FRANCE







# INSPIRATION

## CUSTOMER

MAISON GABRIEL MEFFRE

## COUNTRY

FRANCE

The decor has been inspired by characteristic motifs from French Provence, reminiscent of luxurious perfume flacons. Inspiration is a collection of 6 bottles adorned with embossed elements in luminous colors. The pattern conveys quality and refinement, and brings to mind the freshness of rosé wine. The final effect is a truly elegant, collectible bottle with a premium touch.

## CI : EXPRESSIONS



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