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2014 Global Packaging Design Award Winners

By [Andrew Kaplan](#) |

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Bottled water in aluminum cans. Labels with images that seem to follow you as you walk by. Four-gallon, green water cooler bottles recycled from old soda containers. Wine bottles made from paper. They are each winners of this year's Global Packaging Design Awards, and they have something else in common: they rewrite what is normally expected for their brand. After all, isn't that what is needed in the beverage market these days?

Packaging that grabs the consumer's attention by disrupting expectations?

For other winners, surpassing expectations through excellence in design, function or engineering, earned them an Award. Each of those factors was weighed in deciding this year's winners and the results are a group that hopefully will inspire other brands and designers.

So now on to this year's winners...

To view photos of all of the winners below, please [view this story on our digital edition](#).

Best in Show

Water Gallery

Water Gallery Worldwide

Designed by: Kapan Kent, Vista, Calif.

Packaging suppliers: Glass Bottles supplied by Bormioli Rocco, Italy; Water sourced from Palomar Mountain Spring Water, Escondido, Calif.

Says Pete Algarin of Water Gallery Worldwide: "Each hand-decorated frosted bottle showcases the art through a 22k gold, or platinum framed window. The initial designs feature art commissioned from conservationist Wyland."

CannedWater4Kids

CannedWater4Kids, Inc.

Designed by: Brand Support 365, Chicago

Packaging suppliers: Ball Corporation, Crown Cork & Seal and Rexam

It's easy to want to grab a bottle of CannedWater4Kids when you see it on the shelf. "Our logo and package design are original, colorful and tell the story of hope for the suffering children living without access to clean water and sanitation," the company's Greg Stromberg points out.

Craft Soda

Rogue Root Beer

Rogue Ales & Spirits

Designed by: In-House

Rogue's craft soda bottles are inspired by the rebellious and revolutionary spirit of the American mid-century. The style evokes the open road, car emblems, road signs and drive ins—the era of the classic soda fountain—while still conveying the Rogue spirit. Bottled in a proprietary serigraphed 22oz bottle, bright colors adorn each in unique color schemes making them eye-catching on the shelf. The Root Beer employs the classic red, white and blue color scheme, evoking a sense of Americana and a reminder of the long history of root beer in American culture.

Pouches

Alcohol

Empire Spirits 1972

Wynn Imports Inc.

Designed by: Calixtro Studios, Orlando, Fla.

Packaging suppliers: AstraPouch North America, Penfield, N.Y.; LiDestri Spirits, Rochester, N.Y.

Empire Spirits 1972's sportive and portable design makes it an alternative to boxed products, says the company, and its innovative pouch technology lets consumers chill it faster so they can enjoy it sooner. Explains Philipp Haberbauer, Wynn Imports' President and CEO: "Our no-hassle intelligent nozzle is an eco friendly one-way street that extends its shelf life, dispenses our cocktail so that it stays fresh from the first to the last pour, and let's us say goodbye to the cork. And its durable design is able to withstand a fall that would send a glass bottle to an early grave!"

Kids

Slush Puppie Pouches

Big Easy Blends

Designed by: Big Easy Blends

In-House designer, Katheryn Schindler, collaborating with Michael Osborn Design SF

Packaging supplier: Crescent City Packaging

Big Easy Blends' latest endeavor has been to put kids' slushes into its signature pouches. "Working with the ICEE Co., we took their adorable Slush Puppie brand and formula and put the pooch in a pouch," says a spokesperson. "We wanted to add a little modernity to the old school, so we kept the design simple and clean. We used a limited palate of bright colors, sticking to the blues and reds of the brand. We think the result is a bright, clean design that will grab the attention of kids, moms and slushy devotees everywhere."

Adds the spokesperson: "With our signature drinkable and re-sealable spout, the Big Easy Blends pouch is the new standard for design in this category."

CSD

Crush Halloween 2014 Promotion & 2014 Teenage Mutant Ninja Turtles film tie-in

Dr Pepper Snapple Group

Designed by: Group 360, Saint Louis, Mo.

Packaging supplier: Crown, Zumbiel, Bemis

Dr Pepper Snapple Group came up with what it describes as a "fun, colorful approach for Halloween

graphics.” The idea, the company says, was to keep the look fun and inviting, and use a colorful crossover among flavors. And promotional packaging helped introduce a new audience to the Teenage Mutant Ninja Turtles. Colorful graphics show each turtle by flavor.

Craft Beer

Tractor Brewing

Tractor Brewing Co.

Designed by: Artist David Santiago with in-house design

Packaging suppliers: Crown Beverage Packaging Division; PakTech; Mother Road Mobile Canning

Tractor Brewing Co. teamed up with widely followed local artist, David Santiago, who mainly uses a wood canvas to depict his work. The brewer says choosing Santiago fits with its overall approach: it is very active in its local artist community, from the rotating artwork at its locations, to artists and musicians who collaborate at its taprooms. “We feel this canning artwork is a perfect example of who we are as a company and community we wish to foster,” it says.

Sustainability

4 Gallon Ice River Green 100% recycled PET water cooler bottle

Ice River Springs Water Company

Designed by: Beakbane,
Toronto, Canada

Packaging supplier: Ice River Springs Water Co. was the key driver in launching this container Ice River Springs Water Co. is finding a great use for all those used green PET bottles: turn them into 4 Gallon water

coolers. The Ice River team developed unique processing methods through numerous trials in order to reach the crystal-clear recycled bottle that is a first in the market.

Paperboy

Truett-Hurst Wines

Designed by: Stranger & Stranger, New York/London

Packaging supplier: GreenBottle, UK

Truett-Hurst Wines' Paperboy is the first ever paper wine bottle and is made from recycled corrugated material. The packaging is 80+ percent lighter than a glass wine bottle and saves on carbon footprint from production to shipping to recycling.

Spirits

1493 Aguardiente Real (750 ml)

Fabrica de Licores de Antioquia

Packaging supplier: Owens-Illinois, Inc.

Aguardiente Real 1493 was the first premium aguardiente in the world. Created by O-I's Covet team, the bell shaped bottle is crafted from the highest quality cosmetic-grade flint to complement the premium spirit inside. The ship and year '1493' on the label is a reference to Christopher Columbus' infamous voyage to the New World where he brought back sugar cane seedlings, which were used to make this type of aguardiente. The embossed Anise flower on the back of the bottle embodies the proud spirit of the national drink of Colombia.

Savannah Bourbon

Savannah Bourbon Co.

Designed by: Trinity Brand Group, Berkeley, Calif.

Inspired by the state of Georgia, design elements combine in Savannah Bourbon's bottle to celebrate the product's origins. From the die cut label that outlines the shape of the state to the watercolor artwork that captures Savannah's storied low country, the visual cues to the brand's birthplace provide the backdrop for its story of commitment to making handcrafted bourbon. This nod to bourbon's past is juxtaposed with confident, youthful typography and a tone of voice that signals: "This ain't your daddy's bourbon!" The overall expression is a balance of handcrafted quality and charming southern heritage.

Ron Maestro Gabo (750 ml)

Fabrica de Licores de Antioquia

Packaging supplier: Owens-Illinois, Inc.

This limited edition bottle commemorates Colombian writer Nobel Laureate Gabriel Garcia Marquez, aka 'Gabo.' O-I partnered with Fabrica de Licores de Antioquia to showcase the super-premium rum in a bottle from O-I's Covet Classics collection. The curves blend together to deliver a stately, yet stylish performance. Gabo's signature is embossed above the label that features his face and titles of his literary works.

Liquid Refreshment Beverages

Honest Tea Summer Refreshers

Honest Tea/The Coca-Cola Co.

Designed by: In-house, Bethesda, Md.

Honest Tea's Summer Refreshers feature bright, modern designs with a bit of whimsy: playful graphics, vibrant colors and fruit imagery front and center meant to emphasize the organic ingredients. "Our goal is to bring back the playful memories of summer fun," says a company spokesperson.

Gift Pack

David Yurman x Patrón Limited Edition Holiday Pack

The Patrón Spirits Company

Designed by: Mode Design Group, Long Island City, N.Y.

Packaging Supplier: MW Creative

Mode Design Group was charged with designing a limited edition gift pack to increase awareness for Patrón Añejo. The association with the David Yurman brand yielded increased brand equity and awareness.

Bottled Water

BetterSweet Maple Water

BetterSweet Drinks Inc.

Designed by: Humanaut, Chattanooga, Tenn.

Packaging Supplier: Tetra Pak

The Tetra Park carton rounds out the natural theme of the maple water BetterSweet with design built around a repeating natural motif—a droplet. Says the company's founder and CEO Len Boyko: "Our goal was to create an iconic identity designed to deliver nature's pure, simple solutions." To top things off, the logo features a typographical treatment designed to cleanly convey the subtle sweetness of the beverage.

Multipacks

Summit Brewing Co. Lineup Redesign

Summit Brewing Co.

Designed by: Duffy & Partners, Minneapolis, Minn.

Packaging suppliers: Labels: Smyth Companies; 6-packs: Quad Graphics; 12-packs and master cartons: Pratt Industries; Cans: Rexam

As a sign of commitment to growth, Summit worked with Duffy & Partners to present a new identity as it approached its third decade of brewing tradition. "Innovation is part of our DNA. This change reflects our creativity, celebrates our commitment to the values of local craft brewing, and honors the community we come from," says Summit's founder and president Mark Stutrud.

Energy Shots

Pirate Energy Shot

Paradise Beverage LLC

Designed by: In-house

Packaging Suppliers: Ginny's Printing, Inc.; Seidl's Bindery; International Print & Packaging, Inc.

Pirate Energy Shots entice the customers with an eye-catching motif of pirate imagery: a silver skull with an earring and colors changing to match the shots' flavors, red for Pirate Punch, blue for Pina Colada, and so on. All meant to provide a nice bit of pirate intrigue.

Premium Wine

The Visionary by Taylors Wines

Taylors Wines, Australia

Designed by: The Collective, Ultimo NSW

Packaging Suppliers: Collotype Labels Griffith; Hornet Group, China, for the gift boxes

The innovative use of materials was essential to the attention to detail this ultra premium wine from Australia demanded. The label stock for each label is specially sourced from an Italian mill founded in 1717. "This is a wine that people will keep for many years to come and so we wanted to ensure that the design was at once timeless, classical and elegant yet ultimately very sophisticated," explains Managing Director Mitchell Taylor.

Labels

Curious Beasts

Truett-Hurst Wines

Designed by: Stranger & Stranger, New York/London

The Curious Beasts Chardonnay label attracts a broad base of consumers, the company says, due to the intricate level of artwork and detail put forth by Stranger & Stranger. "No doubt about it, this packaging will be noticed on the wine shelves," says a Truett-Hurst Wines spokesperson.

Dayglow IPA

Elysian Brewing Co.

Designed by: Corinne McNielly, Elysian's in-house graphic designer

Packaging Supplier: Richmark Label, Seattle

Dayglow is a fiercely fruity and hoppy summer IPA embodied by a psychedelic tiger shooting laser beams out of its eyes. "We think the bright and wild design do a great job of representing the beer, and also stand out among the throngs of beers on the shelf. Even if tucked back in the shadows on the shelf, the tiniest glimmer of light will catch the beam, and catch your eye," a company spokesperson says.

Terravant Wine Brands

Terravant Wine Co.

Designed by: In-House

Packaging Supplier: In-House

Spin The Bottle, Heartache and Insomnia all feature lenticular label printing technology, which brings the bottle to life on the shelf—the wine industry's first animated labels. Scratchpad features a unique label that allows people to draw and create their own personal label.

Coconut Water

Pearl Royal Coconut Water

Pearl Royal USA

Designed by: Pear Royal Co. Ltd., Bangkok, Thailand

Packaging supplier: In-House

Pearl Royal is the only coconut water in the market that has a coconut shape. Fittingly, the company says its

motto is “Same inside, out.” “We like to deliver nature to our customers. Not only the package shape, but also the material is natural itself,” says marketing and sales manager PJ Kim. “We used tapioca for our outer shape. That’s why we have a biodegradable mark on the bottom of the bottle. We clearly deliver on our main purpose of bringing nature to our customers.”

Packaging Promotion

Share a Coke

The Coca-Cola Company

Packaging supplier: Ball Corp.

You’re likely in a small minority if you weren’t somehow touched by the Share a Coke promotion. Coke used Ball’s Dynamark variable printing technology to replace the iconic Coke logo on cans of Coke, Diet Coke and Coke Zero with either people’s individual names or titles like Friend, Star and Buddy. And consumers drank it all up.

Packaging Innovation

Mini Keg Growler

Deep Wood Brew Products

The “endlessly” refillable Mini Keg Growler has the capacity of 64 oz., about 6, 12-ounce containers. And it is hygienic. “With virtually no welded seams inside there is no place to potentially harbor bacteria,” inventor Kevin Lehman says. The growler neck and cap also create an air-tight seal. “Once some of the beverage is removed, screw the cap back on and the remaining carbonation is locked in. The seal provides a 100-percent barrier against any UV maintaining the freshness of the consumer’s beverage for days on end.”

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