

Walk that extra mile

Some great packs were let down by final attention to detail, said the judges, who did not feel able to award a Gold Star in the Best Drinks Design category. Gold is an absolute standard and unfortunately the winning entries fell just short of achieving this goal. Nonetheless there was much to applaud including bold contemporary design, the excellent use of material combinations and unique shapes. "A shame the packs didn't go that extra mile!" said the judges.

Silver

Name: Pepsi RAW
Entrant: Ziggurat Brands
User: PepsiCo
Packaging supplier:
Quinn Glass
"A bold and contemporary design that fully deserves recognition"
– judges' comment.

Pepsi RAW, developed for the growing number of "health" conscious consumers, has no artificial colours, sweeteners, flavourings or preservatives.

The restrained graphics for Pepsi RAW and the china-white RAW logo and transparent pack reflect the naturalness of the product. The Pepsi brand is maintained through the use of its distinctive flint glass bottle shape. The brushed silver Pepsi Globe logo on the copper-coloured closures is a striking move away from the established red and blue colour-ways of the Pepsi brand.



Name: Famous Grouse Gold Reserve 12 Year Old
Entrant: Allied Glass Containers
User: The Edrington Group



"An outstanding design which develops a fresh new direction for the whisky category" – judges' comment

Produced for the premium whisky drinker in Greece the Famous Grouse Gold Reserve 12 Year Old 700ml glass bottle is ergonomically-designed and heavily embossed. It was designed without a part-line down the front panel to allow the mould to open during production. This was essential to incorporate the intricate embossing on the front and back panels.

Bronze



Name: Bowmore Islay Single Malt Scotch Whisky
Entrant: Allied Glass Containers
User: Morrison Bowmore Distillers

Name: Plymouth Navy Strength Gin
Entrant: Webb Scarlett de Vlam
User: V&S Absolut Spirit



Name: The Glenlivet XXV Presentation Case
Entrant: 888 Solutions
User: Chivas Brothers
Also winner Bronze Best Luxury Design

Name: The Dalmore Malt Whisky cartons
Entrant: Beamglow
User: Whyte and Mackay

