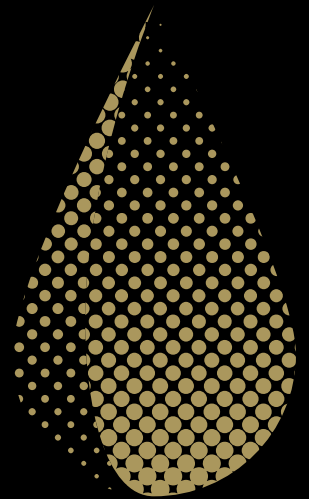


**BTI'S**  
**PACK**  
**AGING**  
**COMPE**  
**NDIUM**  
**2021**



# BTI'S PACKAGING COMPENDIUM 2021

To determine the year's best packaging submissions, we assemble a diverse group of experts: distributors, buyers, beverage directors, and designers with keen eyes for contemporary form and key insight on what draws consumer attention. Each panelist conducts a solo evaluation, taking time to consider each product individually and independently of any others within a given submission category.

The following design categories are evaluated for each product:

## CREATIVITY:

Fresh and original concepts and execution

## GRAPHIC DESIGN:

Images, text, and arrangement thereof

## FORM:

Shape, texture, and mass

## STYLE:

Relationship of the package elements to the character of the products and its projected image

## FUNCTIONAL INNOVATION:

Technological, pragmatic, and design breakthroughs

As the pandemic continues to put a pause to on-premise sales, the importance of beverage alcohol packaging design is more crucial than ever. Consumers are making quick decisions at off-premise locations or adding to their virtual shopping carts after a quick swipe-and-glance, and it is only in these short moments that a brand has the opportunity to capture attention.

AND SO, WITHOUT  
FURTHER ADO,  
HERE ARE THE WINNERS  
OF BEVERAGE TESTING  
INSTITUTE'S WORLD  
2021 PACKAGING  
COMPETITION.

# RITUAL ZERO PROOF TEQUILA ALTERNATIVE

SPIRITS EMBOSSED LABEL WINNER

BEST  
EMBOSSSED  
LABEL



DESIGNER: Kevin Buth, Ritual



CREATIVITY



GRAPHIC DESIGN



STYLE

# THE PERFECT WINES

WINE LABEL SERIES WINNER

BRAND DESIGN AND GOALS: "To enchant and entice wine lovers with an eye for the aesthetic (and the Instagrammable)."



CREATIVITY



GRAPHIC DESIGN



FORM



STYLE

BEST LABEL SERIES



DESIGNER: SWELL

# BOUKMAN SPIRITS RHUM

SPIRITS BOTTLE WINNER  
& SPIRITS EMBOSSED LABEL MEDALIST

BRAND DESIGN AND GOALS: "Boukman Botanical Rhum is a 'clairin trempè', fresh cane juice rum from Haiti, infused with local barks and botanicals. Named after Dutty Boukman, a rebel slave and vodou priest who started the Haitian Revolution. 10% of profits are reinvested in primary education in Haiti. The apothecary-style bottle reminds us that many of the ingredients are used in traditional vodou medicine. The traditional Haitian greeting 'Honneur' and 'Respè' is embossed into the facets. The teal-turquoise color is widely seen across Haiti, from buildings to clothing and of course, the sea."

EMBOSSSED LABEL



CREATIVITY



FORM

BEST  
BOTTLE



CREATIVITY



GRAPHIC  
DESIGN



STYLE

DESIGNER: [Cosimo Surace, Stranger & Stranger](#)

# ÓLAFSSON ICELANDIC GIN

SPIRITS PAPER LABEL WINNER

**BRAND DESIGN AND GOALS:** “Ólafsson Icelandic Gin is inspired by and named in honor of Iceland’s most loved 18th century explorer and guardian of the Icelandic culture, Eggert Ólafsson. In 1772 he published ‘Reise Igiennem Island’ (Travels in Iceland), an account of the scientific and cultural research trip he conducted between 1752 and 1757. His fervor and dedication to Iceland inspired the birth of Ólafsson Icelandic Gin.

Ólafsson Icelandic Gin’s packaging is an invitation to discover the truly captivating story of Eggert Ólafsson. A hypnotizing portrait of Ólafsson, enclosed in a medallion, immediately drags attention and locks the eye gaze into the bottle. The rich and detailed hand-drawn illustrations, inspired by the original 18th-century engravings, depict Eggert Ólafsson’s epic five-year expedition across Iceland: from thundering waterfalls and volcanoes to geysers, glaciers and basalt columns, Ólafsson clambered across untamed tundra and met indigenous fauna, such as Arctic foxes and the Gyr falcons, and flora, both real and imaginary. The subdued colors chosen for the labels - yellow, brown, green – are reflections of the natural shades and lights typical of Iceland’s extraordinary terrain and otherworldly landscape, while the warm gold foil and careful embossing match the gin’s exceptional quality and rich complexity. Finally, the Icelandic expressions, both on the front and back labels, are a funny and friendly nod to Ólafsson’s motherland and Icelandic consumers, part of a very tight community (320 000 inhabitants where everyone is somehow connected).”



CREATIVITY



GRAPHIC DESIGN

BEST  
PAPER  
LABEL



DESIGNER: [The Rooster Factory](#)

# COOPER'S HAWK TROCKEN RIESLING

WINE PAPER LABEL WINNER

BRAND DESIGN AND GOALS: "This Trocken Riesling was a collaboration between Cooper's Hawk and Dr. Loosen, one of the oldest and most renowned riesling producers in Germany. Rieslings are typically known for their sweetness and labels that incorporate traditional German elements. This dry varietal needed to defy convention and customer perception with a spirited, unconventional label.

VINT's design illustrated the geography of the region and the estate itself, giving it a modern twist with a monoline illustration and unexpected lime-green foil. The back label die illustrates the steep slopes that are characteristic of the region."



CREATIVITY



GRAPHIC  
DESIGN



FORM



STYLE



BEST  
PAPER  
LABEL



DESIGNER: [Erin Agnoli, VINT](#)

# GECAJ ESTATE 2016 OWNER'S CHOICE

WINE BOTTLE WINNER



FORM



STYLE



BEST  
BOTTLE



DESIGNER: Zero Pozitive, Pristina, Kosovo



# RITUAL ZERO PROOF VARIETY PACK

SPIRITS GIFT BOX WINNER

BRAND DESIGN AND GOALS: "Create interest in Ritual Zero Proof products by promoting sample size bottles. This Variety pack allows for a person to sample all 3 products prior to purchasing their favorite full size product."



CREATIVITY



GRAPHIC DESIGN

BEST  
GIFT  
BOX



DESIGNER: Kevin Buth, Ritual

# BROADSIDE 2017 BLACKLETTER CABERNET SAUVIGNON

WINE EMBOSSED LABEL WINNER

BRAND DESIGN AND GOALS: "We wanted to communicate a rustic vibe and by decorating the entire bottle it allowed us to deliver a much more experiential package than a paper label would have allowed for. By executing our vision with a screen print design, we had a lot more room to play with—this allowed us to add an all over texture and play with color and design that emulates both etching and printing on paper."



CREATIVITY



GRAPHIC DESIGN



FORM

BEST  
EMBOSSSED  
LABEL



DESIGNER: [Cult Partners](#)





## BEST BOTTLE RUNNER UP

# COOPER'S HAWK SCARLETTO

WINE BOTTLE WINNER

BRAND DESIGN AND GOALS: "Scarletto is a dramatic sparkling red wine—Cooper's Hawk describes it as a "refined, ruby-red slipper" with universal, celebratory appeal. To achieve this, our team created a sleek layout with effervescent gold screen-printed confetti to accent the wine's brilliant color."



DESIGNER: [Lauren Gaynor, VINT](#)



CREATIVITY



GRAPHIC DESIGN



STYLE



# NEFT VODKA

SPIRITS BOTTLE WINNER

BRAND DESIGN AND GOALS: "NEFT was conceived in Russia in 2012 by Ekaterina Kuzmina, who set out to create a vodka more pristine than any other that had come before. With her family's roots in the oil industry, and a deep understanding of the endurance and sacrifices of the Siberian oil workers, she put NEFT into a container shapes as a small oil drum, paying homage to her family's roots."

DESIGNER: [NEFT Vodka](#)



## BEST BOTTLE RUNNER UP



CREATIVITY



GRAPHIC DESIGN



FORM



**BEST  
EMBOSSSED  
LABEL  
RUNNER UP**

# RITUAL ZERO PROOF GIN ALTERNATIVE

SPIRITS EMBOSSSED LABEL WINNER



DESIGNER: Kevin Buth, Ritual



DESIGNER: Scout Driscoll, VINT

**BEST PAPER LABEL  
RUNNER UP**

# COOPER'S HAWK LVE

WINE PAPER LABEL WINNER

**BRAND DESIGN AND GOALS:**  
"The collaboration between Cooper's Hawk and John Legend's LVE Winery was meant to exude luxury. The sleek label features a photograph of Legend, but the substrates and printed accents elevate this minimal design. The metallic silver stock adds an unexpected shine, and raised gold logos add tactile depth that exude elegance."



CREATIVITY



GRAPHIC DESIGN



STYLE



CREATIVITY



GRAPHIC DESIGN



FORM



STYLE

# FID STREET HAWAIIAN GIN

SPIRITS BOTTLE MEDALIST



CREATIVITY



GRAPHIC  
DESIGN



DESIGNER: Studio One Eleven



DESIGNER: Zero Pozitive, Pristina, Kosovo

# VERAK AGED 25 YEARS

SPIRITS BOTTLE  
MEDALIST

CREATIVITY

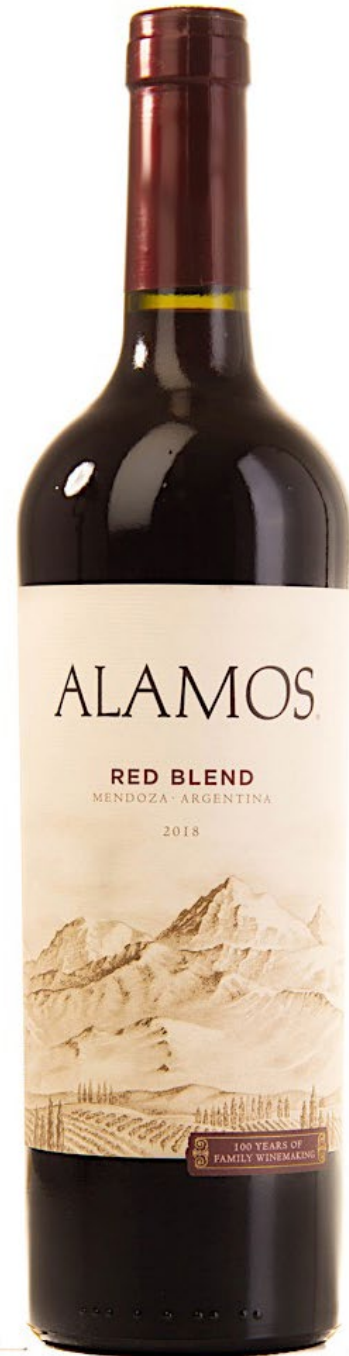


STYLE



# ALAMOS 2018 RED BLEND

WINE PAPER LABEL  
MEDALIST



CREATIVITY

# TWO CHICKS COCKTAILS

SPIRITS LABEL SERIES MEDALIST

BRAND DESIGN AND GOALS: "Two Chicks Cocktails are #deliciouslydesigned™ sparkling ready-to-drink canned cocktails, made with real premium spirits and all-natural fruit and botanicals. These sparkling cocktails allow consumers to enjoy a premium cocktail with minimal fuss and consistency every time. Perfectly designed to grab-and-go for any occasion, Two Chicks Cocktails is a stylish accessory to any dinner party, celebration, or tailgate. Women-founded, owned, and run, Two Chicks Cocktails' mission is inclusivity and togetherness. The slim 12 oz. can features prints of botanicals held within hearts, bringing a new level of design to a ready-to-drink cocktail."



GRAPHIC  
DESIGN



STYLE



DESIGNER: Two Chicks Cocktails

# FUN WINE HARD BUBBLY COLLECTION™

WINE LABEL SERIES MEDALIST

BRAND DESIGN AND GOALS:  
"FUN WINE's bottle packaging  
reflects its flavors with bright,  
bold, and eye-catching colors.  
The art on each bottle is in-  
spired by Miami's distinct art,  
fashion, and music; each  
bottle is a statement piece."



DESIGNER: Miguel Paredes



CREATIVITY



DESIGNER: Mighty Swell

# MIGHTY SWELL SPIKED SELTZER

BEER CASE SERIES MEDALIST

CREATIVITY



GRAPHIC DESIGN



STYLE



# BRISTOW GIN

SPIRITS PAPER LABEL MEDALIST



DESIGNER: [Hook USA](#)



GRAPHIC  
DESIGN

# ALAMOS 2018 CABERNET SAUVIGNON

WINE PAPER LABEL MEDALIST



GRAPHIC DESIGN



FORM



STYLE





# RITUAL ZERO PROOF WHISKEY ALTERNATIVE

SPIRITS EMBOSSED LABEL  
MEDALIST



DESIGNER: Kevin Buth, Ritual

# CANTEEN SPIRITS RTD CANS

BEER LABEL SERIES MEDALIST

BRAND DESIGN AND GOALS:  
"Packaging meant to  
inspire adventure  
on-the-go."



GRAPHIC  
DESIGN



DESIGNER: Gary Dorsey & Brandon Cason



GRAPHIC DESIGN



STYLE

# PISTOL PETE'S CRIMSON LEGACY

WINE BOTTLE MEDALIST

BRAND DESIGN AND GOALS:  
"The hope was to create a  
visually appealing design that  
brings together both New  
Mexico State University and  
Lescombes Family Vineyards."



FORM



STYLE



DESIGNER: Randle Dominguez



DESIGNER: Jonathan Smith & Mark Sorelle, Arsenal

# SAINT LIBERTY BERTIE'S BEAR GULCH STRAIGHT BOURBON

SPIRITS BOTTLE MEDALIST



FORM



STYLE

# YAVE TEQUILA

SPIRITS BOTTLE MEDALIST

BRAND DESIGN AND GOALS: "Designed in-house, this is a bottle designed to have a strong shelf impact, but also to be perfect for bartenders to handle. with a long neck, perfectly balanced bottle, and a punt so bartenders can easily pour it."



FORM



DESIGNER: Jason Acosta, Cruz Beverages

# TOLAGO HARD SELTZER CAN

SPIRITS LABEL SERIES MEDALIST

BRAND DESIGN AND GOALS: "LA-based co-founder and fine artist Matt McCormick, who developed the packaging, draws inspiration from the gritty reality of downtown LA, as well as the homestead towns, gold rush bonanzas, and 1920s Hollywood glamour that captivate popular imagination. The entire founding group grew up in California; all members now live in Los Angeles and San Francisco. All surf regularly and have strong values tied to sustainability, thus the fully recyclable, 100% plastic-free packaging and alignment with 1% For the Planet."



DESIGNER: [Matt McCormick](#)

CREATIVITY

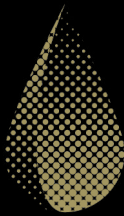


GRAPHIC  
DESIGN



STYLE





# BEVERAGE TESTING INSTITUTE

## A FEW OF OUR CLIENTS AND PARTNERS



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