

Launching Americana Luxury Vodka in Style

Only custom packaging would do for this award-winning American vodka.

A fine product deserves a fine package. The three D'Acunto brothers, second-generation members of the family that owns a wine and liquor distributorship in the Tri-State (New York, New Jersey, Connecticut) area, decided to launch a new premium vodka, and they wanted the most appropriate bottle.

They also planned to maintain a strict separation of the new product from the family business, establishing a separate company to develop the vodka and the packaging, to avoid any conflict of interest. From the Internet—a testimony to the power of the world of electronic media—they chose distributor All-Pak Inc. (Bridgeton, PA) as the partner that would source and coordinate the elements of this special package.

Milena Worts took the call at All-Pak and has worked closely with the brothers to develop the distinctive final bottle and coordinate the delivery of all elements to the filler.

"Being experienced in the industry," she points out, "the brothers had a solid grasp of what they knew would work."

For instance, they wanted a square bottle. Round is more common in the spirits marketplace, but they wanted a



The Americana vodka bottles are first sprayed with an organic ink to produce the subtle shading of custom red at the neck and blue at the base. Afterward, the printed lettering is silk-screened and the brand label is applied.

distinctive bottle for this special product. Their vodka formula, in early taste tests, had exceeded the quality of high-end brands such as France's Grey Goose, and ultimately won a Gold Medal from the International Review of Spirits and earned a score of 91 points—"Exceptional"—from the Beverage Tasting Institute.

The bottles are produced by Saver-glass in France and are decorated by Quest Industries LLC in New Jersey. The bottles are first sprayed with an organic ink to produce the subtle shading of custom red at the neck and custom blue at the base, after which the printed lettering is silk-screened and the brand label (printed at Quest)

is applied. Nomacorc supplies the synthetic cork closures.

In keeping with its brand identity as an American vodka, the distillery chosen to bottle Americana is Laird & Co., the nation's oldest maker of spirits, founded in 1780.

All-Pak, through Worts, coordinated all the various elements that came together to produce the three sizes of the final package and the cases they were shipped in.

"Throughout the process," comments Worts, "there was ongoing fine-tuning of every aspect, from the custom bottle inks to the brightness of the white on the brand label. The result is a beautiful package." ■