

# Coppercraft Distillery

Coppercraft Strikes Gold Following Brand Redesign

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## CHALLENGE

Coppercraft is a boutique distillery located in Holland, Michigan. Originally settled in 1847 by Dutch emigrants, Holland epitomizes the small-town American dream. Here craftsmanship, pride of work, and a passion for quality have always far outweighed convenience and trendiness. It's here that Coppercraft is reclaiming America's tradition of producing quality items and defining American craft spirits through authenticity forged from hard work and attention to detail.

## SOLUTION

CF Napa's goal was to reposition the brand as ultra-premium in the craft spirits sector by emphasizing the brand's use of local ingredients and their attention to fine craftsmanship.

We researched the history of Holland, Michigan and its rich heritage of fine craftsmen and artisans. This influenced the incorporation of subtle details and discoveries within the design including the custom typography and font choices.

In researching Holland, we discovered much of the historic architecture was designed in the Art Deco style and used this to inspire the design of the custom bottle.

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### CLIENT

Coppercraft Distillery

### COUNTRY

United States

### PROJECT SCOPE

Brand Strategy  
Story Development  
Logos  
Packaging  
Custom Bottles  
Print

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## **SOLUTION, CONTINUED**

The strong rectangular shape with deep insets on the side of the bottle and angular base echo many of the details found in the local architecture. It includes messaging about the premium nature of the product and the front label has a custom developed, “Proudly Crafted in Holland, MI,” seal that includes a tulip icon that speaks to the area’s incredible history of growing tulips. The bottles were all screen printed with the brand logo, but a paper label customizes the bottles for each product, allowing for an economical way to leverage a screen-printed bottle. The custom cap/closure is crafted from natural wood with a copper metal inset around the circumference and an inset coin on the top. The wood harkens back to the materials that the craftsmen of the area historically used to create fine furniture and the copper speaks to the copper stills they use to distill their products.

Key insights about craft spirits consumers lead us to develop an authentic story and positioning for the brand that leveraged the local history and other regional insights that drove much of the design for the branding and packaging. We extended this design to create their line of canned cocktails – Gin & Tonic and Michigan Mule that utilize the brand’s craft spirits.

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## MARKETPLACE RESULTS

Due to the launch of the new bottle design in April 2018, the client expects to experience a 730% growth in sales in comparison to 2017. When the cans launched in March of 2018, the customer demand for the product was 4 times the current production capacity.

“In the first 6 months following the launch of the new brand packaging, we sold three times as much product as we had ever sold in a year previously. No question. [The redesign has] been an absolutely integral part of our relaunch success. The folks at CF Napa have been a pleasure to work with. Their work is world class and has been an essential part of our rebrand and relaunch success in market.”

**BRANDON  
JOLDERSMA**  
General Manager  
Coppercraft Distillery

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