

Kupu Spirits

Launching Hawaii's Largest Craft Brewery Into Spirits

CHALLENGE

When Maui Brewing Co. was looking to make their spirits and canned cocktail debut, they engaged CF Napa for the new brand's strategic packaging. The designs needed to embody the name, Kupu Spirits—"sprout, growth" in Hawaiian, representing the brewery's new foray into craft spirits. CF Napa also needed to maintain an authentically Hawaiian look throughout.

SOLUTION

Hawaii's historic kapa patterns served as our inspiration and were ultimately used for the main graphic for the brand, while the wordmark has a nostalgic, vintage travel poster feel. A bright, refreshing color palette was used for the canned cocktails, staying true to Kupu Spirits' tropical roots, and making them perfect for beachside sipping. For the 750ml bottled spirits, the kapa-inspired pattern was repeated on the backside of the front label, a special detail that can be seen through the bottle from the back.

CLIENT

Maui Brewing Co.

COUNTRY

United States

PROJECT SCOPE

Logos
Packaging

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MARKETPLACE RESULTS

Kupu Spirits launched in 2019 and, although growth was slow in the beginning, it quickly picked up momentum. With 2020's pandemic, supporting local business became even more important to consumers, making the brand's Hawaiian accounts more open to carrying local craft beverages. From there, distribution expanded from Hawaii to the mainland's west coast where the brand has been very well received. Overall, Kupu Spirits consistently receives very positive reviews from both retailers and consumers and has accomplished an impressive feat – every product can boast that it is an award winner.

“CF Napa worked with us to create packaging that related to our parent company, but was clearly separate, with designs that reflected our promise to consumers on our sensitivity to Hawaii, its culture and history. They refined our logo and typography and created elements with bona fide detail. The result hones in our authenticity of premium spirits locally crafted on Maui.”

MARSHA HANSEN
Marketing Manager
MAUI BREWING CO.

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