

Romero Distilling Co.

A Prohibition Era Inspired Design

CHALLENGE

Romero Distilling Co. came to CF Napa to create the branding for their distillery and line of craft rums. Based in Alberta, Canada, the brand's inspiration was their region's historical tradition of rum running during the Prohibition in Western Canada and the United States.

SOLUTION

As Alberta's first premier craft distiller specializing in rum, the region's history lead to a design solution that leveraged a custom bottle inspired by vintage liquor bottles.

The wordmark and monogram complement the bottle as a contemporary take on styles of the Prohibition era. The crow icon that adorns the front of the bottle symbolizes Crowsnest Pass—the area in the Rocky Mountains of Alberta infamous for Prohibition era rum running. The top of each bottle is sealed with a label whose color creates differentiation between each of the rum offerings and provides a finishing, handcrafted touch.

CLIENT

Romero Distilling Co.

COUNTRY

Canada

PROJECT SCOPE

Brand Strategy
Story Development
Logos
Packaging
Custom Bottles

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MARKETPLACE RESULTS

The brand launched in the fall of 2019 and was well received by the community. Since its inception, the brand has been recognized with several international awards both for the packaging design and for the rum itself. Romero Distilling Co. continues to grow steadily in their home country of Canada and has expanded distribution to 8 states in the United States. The brand is predicting further expansion into Europe.

“CF Napa’s elegant designs differentiate our rums on the shelf and reflect the quality of the rum that is in the bottle.”

TOMAS ROMERO
Proprietor
Romero Distilling Co.

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