

Smuggling Nun

Honoring the Epic Tale of the Smuggling Nun

CHALLENGE

Smuggling Nun came to CF Napa to develop the packaging for their Poitín [POT-cheen], the Irish predecessor to moonshine that is relatively unknown in the United States. The brand founder was passionate about bringing this traditional Irish spirit into the US, and when her family took a trip to Ireland in the '70s, she had one souvenir request – Poitín. Her cousin, Sister Mary, fulfilled this wish by smuggling a bottle of the (then illegal) Poitín onto the plane by disguising it as holy water.

The packaging design needed to raise awareness about the new brand and its unique liquor category, while also artfully communicating its captivating brand story.

SOLUTION

Inspired by gothic architecture and other classic Irish-inspired iconography, the label shape evokes the stained-glass windows of historic cathedrals. A detailed seal with the initials “SNP” was created and placed at the crest of the label, making it the focal point of the stained glass “window” artwork. This monogram was repeated on the inside of the label, allowing it to be viewed from the back of the bottle – adding a beautiful finishing touch.

CLIENT

Smuggling Nun

COUNTRY

United States

PROJECT SCOPE

Logos
Packaging
Print

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MARKETPLACE RESULTS

Smuggling Nun’s fascinating brand story, beautiful packaging, and high-quality Irish Poitín have resonated with both consumers and retailers. This unique and uncommon spirit has secured distribution in Arizona, Connecticut, and New York, leading to the brand’s success in wine and spirits shops, cocktail bars, restaurants, and private clubs.

“It was absolute alchemy to see Smuggling Nun take form and image in the hands of CF Napa’s creative team. It is foundational to have full pride and confidence in the physical presentation of one’s brand. And that expression continues to grow out in new markets and in the digital world. Over and over and over, I watch new retailers or consumers take up that bottle and absorb with their eyes and hands all that the package’s physicality says about the brand—the shape of the glass, label and its images, fonts, words. Pure magic.”

MAURA CLARE
Founder & CEO
Smuggling Nun

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