Waikulu Distillery

Launching Maui's New Waikulu Distillery

CHALLENGE

The new, Maui-based Waikulu Distillery came to us to design the packaging, custom bottle, and tasting glasses for their brand of agave spirits. The design needed to feel true to traditional tequila and agave spirits packaging while maintaining an authentic Hawaiian sensibility.

SOLUTION

Inspired by handblown glass bottles used by luxury tequila producers, we designed a custom bottle with a variable pebble texture. A teal gradient was added to the glass which combined with the hue of the agave spirit inside the bottle, creating an ombre of the sundrenched sky meeting the Hawaiian waters. For Waikulu's logo, we drew an agave plant rising like the sun over the ocean, a symbol that was foiled in copper on the front label and molded into the glass. The distiller's signature, hand-stamped year, and batch number added the finishing touches to this package.

For the exceptional Ohana Reserve, the agave icon was stamped with a metallic blue foil, complementing the teal hue in the glass bottle. The black label gave a gravitas to the package, creating clear differentiation from the core spirit's cream label and a cue to the super premium quality of Ohana Reserve.

CLIENT
Waikulu Distillery

COUNTRY
United States

PROJECT SCOPE
Logo
Packaging
Custom Bottles
Brand Portfolio
Architecture

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MARKETPLACE RESULTS

Demand for product has exceeded what can be produced from the agave grown on the estate. Waikulu has had to outsource a portion of the agave to keep up with demand.

> **"In working with CF Napa for our packaging, my goal was to make something timeless and cherished, in hopes that it would be re-purposed and not just tossed in the bin. Their team absolutely hit the nail on the head. Not only has our bottle won numerous awards, you can see in people's faces that they are in love with it. We also hear from a lot of people about the creative things they do with their empty Waikulu bottles, so we've happily met our packaging goals."**
>
> PAUL TURNER
> Owner
> Waikulu Distillery

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brand design

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